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The National Underwriter

LIFE INSURANCE EDITION

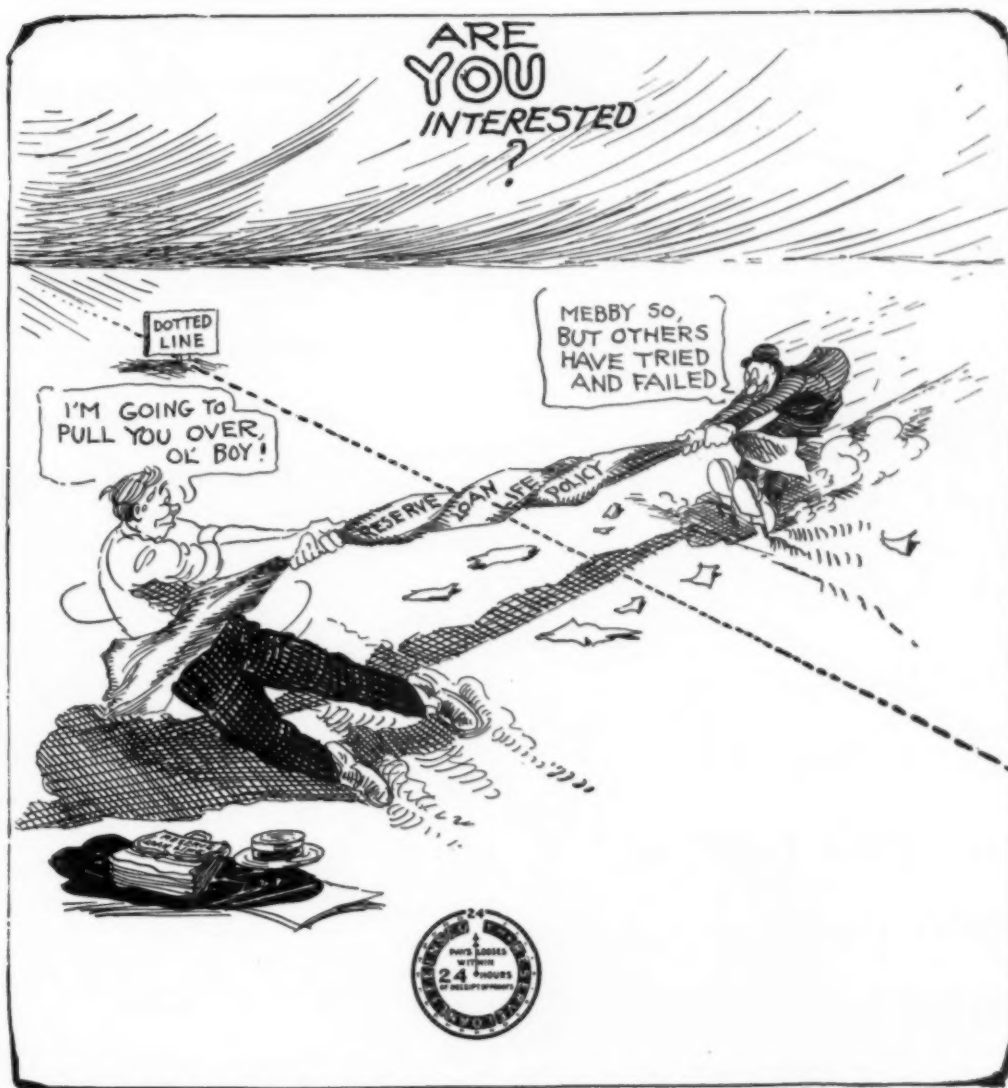
NOT FOR CIRCULATION
TO THE EDITOR
OF THE NATIONAL UNDERWRITER

In Two Parts FRIDAY, JULY 28, 1933 Part One

INS. LAB.

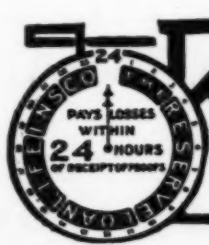
JUL 28 1933

B-40



TUG OF WAR - OUR POLICIES PULL THEM OVER

WRITE FOR GENERAL AGENCY PROPOSITION
AND TERRITORY



RESERVE LOAN LIFE

INSURANCE COMPANY
INDIANAPOLIS, INDIANA.



*"Merchandised
SELLING"*

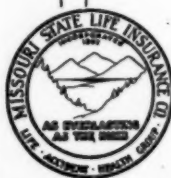
... a simple
but complete plan,
developed around
national advertis-
ing, which opens
new markets for old
agents and gets new
agents into produc-
tion—quickly!

The
UNION CENTRAL LIFE INSURANCE
Company
CINCINNATI, OHIO

A COMPLETE LINE

The Missouri State Life provides the field man with a complete line of policy forms offering a wide range of non-participating and participating contracts, designed to meet the varying needs of individual prospects. Life—Accident & Health—Group—Salary Savings.

Liberal Agency contracts, prompt underwriting service, helpful field cooperation.



MISSOURI STATE LIFE INSURANCE COMPANY

St. Louis, Missouri

Life—Accident and Health—Group and Salary Savings

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Seventh Year—No. 30

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 28, 1933

\$3.00 Per Year, 15 Cents a Copy

Grant L. Hill to Succeed Parsons

Elected Director of Agencies of Northwestern Mutual Life to Fill Vacancy

NOW IN NEW YORK CITY

Has Served as Production Manager of McMillen Agency—Outstanding as Producer and Organizer

MILWAUKEE, July 27.—Grant L. Hill of New York City has been elected director of agencies of the Northwestern Mutual Life to succeed Charles H. Parsons, who died last month. For about two years he has been production manager of the C. L. McMillen general agency in New York City. He is a native of Des Moines. His grandfather was president of the Central Life of Iowa and his father was treasurer of that company. He was graduated from the University of Illinois and started to sell life insurance in Minneapolis. During the war he served in the marine corps and spent considerable time in England. On discharge from service he went to London as salesman for an exporting house of which he later became British sales manager, returning to New York about 1922.

Makes Record as Producer

Later he reentered life insurance as brokerage supervisor of the Hall-McNamara agency of the Penn Mutual in New York and when that partnership was dissolved he became production manager for the J. C. McNamara agency there of the Guardian Life. He resigned in January, 1929, to devote himself entirely to personal production. He at once climbed into the million dollar class and so continued all the time he was engaged in personal production. He was one of the first two men in New York City to receive the C. L. U. in 1928.

Mr. Hill has done outstanding work in the McMillen agency as an organizer, educator and developer of men. He is immediate past president of the New York C. L. U. chapter, a member of the executive committee of the Life Underwriters Association of New York City, and a member of the board and treasurer of the Sales Executives Club of New York City.

Fitzgerald Vice-President

Edmund Fitzgerald was elected vice-president with general executive duties. He has been vice-president of the First Wisconsin National Bank of Milwaukee. He became a trustee of the Northwestern Mutual last January and has been serving for some time as a substitute member of its finance committee.

C. F. Messinger, prominent Milwaukee industrialist, was elected a trustee to fill a vacancy. He has been with the Chain Belt Company for nearly 22 years, serving as advertising manager, sales man-

Metropolitan Life Has Organized Sales Method

NEW YORK, July 27.—A canvassing system that carries the organized sales talk and selling method clear through to its ultimate conclusion has been developed by the Metropolitan Life and is being applied with very gratifying results. The work of putting the new method across to the managers and agents is in charge of Max C. Fisher, assistant secretary of the department of field education and sales promotion, of which Third Vice-President H. E. North is chief.

Must Learn by Heart

Under this system agents are told every word to say and exactly how to say it, and they must demonstrate that they have learned the canvass fluently and convincingly before they are considered adequately prepared to go out and give the sales talk. To date the system has been applied to just one type of canvass—where the agent calls on a family new in the neighborhood.

While industrial agents have undoubtedly been more closely supervised than ordinary agents, there has been less insistence on a memorized sales talk than most insurance men probably thought was the case, unless they had direct contact with the industrial field.

In getting the new canvass to work effectually, some interesting facts were

discovered. For example, it was found not to be practical simply to broadcast the new system to the agency managers. It needed personal contact, so specially trained men are now sent out from the home office. These men explain the system in detail to the manager and assistant manager, and remain about two weeks in each agency they visit, helping with the preliminary training of the agents. There has been no attempt to put the system in all agencies at once, the aim being to make sure the method as taught will be used effectually. It is now used in 190 out of 900 districts.

Object of the Plan

Mr. Fisher disclaims anything radically new about the method. It represents rather, the best efforts of executives with a broad background of field experience to organize a sales talk and method which will be the best for the specific purpose for which it is designed and which may be presented in a minimum amount of time. For example, it was found that half of the sales talk as originally assembled could be cut out, leaving a more effective and compelling story.

It is now arranged so that an agent can present his talk and make a sale within 15 minutes. The effectiveness of the new canvass is well shown by the fact that out of 30,000 interviews by agents with new families, sales resulted in one-third of them.

Named Agency Director of Northwestern Mutual



GRANT L. HILL

Grant L. Hill, who has been production manager of the C. L. McMillen agency of the Northwestern Mutual Life in New York City, has been elected director of agencies of that company to succeed the late C. H. Parsons.

(CONTINUED ON PAGE 18)

Code for Clerical Help is Pondered

Insurance People Confer on White Collar Requirements

PROBLEMS ARE INVOLVED

Most Companies Employ Apprentice Help at Less Than Minimum Wage Prescribed

NEW YORK, July 27.—Now that insurance offices are faced with the necessity of complying with a code for salaried employees, certain complications have developed which are causing insurance people more trouble than they anticipated in this connection. When word first got out that a code would be promulgated for white collar workers, the assumption in insurance circles was that existing working conditions in the business would be far in excess of the minimum requirements of the code, which are a 40-hour week and a \$15 minimum wage in cities over 500,000; \$14.50 in cities 250,000-500,000; \$14 in cities 2,500-250,000.

No Minimum in Small Towns

In towns of less than 2,500 no minimum wage is set, but all salaries under \$12 are to be increased to that amount except where to do so would require an increase of more than 20 percent.

The code does not prohibit employers from raising all present salaries under \$10 to the proposed level of \$12 but it does not make this mandatory in cases of salaries that are now less than \$10.

The code provides for a maximum working week of 40 hours but concerns operating more than 40 hours prior to July 1 are to continue to operate at former hours, with a minimum of 52 hours set for concerns operating that long or longer heretofore, the requirement being that either additional employment be provided or hours of employees staggered.

Many Apprentice Employees

However, many insurance offices now find that their existing schedule calls for more than 40 hours a week and that there are a good many employees getting less than \$15 a week. Most companies have a certain number of employees getting \$10 or \$12 a week, many of them boys and girls serving somewhat as apprentices. A good many companies take boys and girls just after they have finished school, making more or less of an investment in them. These young people know nothing about the business and are not very useful at first. The companies feel that this class of help would be overpaid at \$15 a week and under that scale discrimination would

(CONTINUED ON PAGE 18)

Illinois Life Reinsurance by Central Life Approved

ORDER IS SIGNED BY COURT

Only Slight Changes Made in Contract Which Was Submitted by Committee of Three Lawyers

The contract of the Central Life of Iowa to reinsure the Illinois Life has now been signed by Federal Judge Wilkerson of Chicago. Only slight changes were made in the provisions recommended by a committee of three lawyers, which was appointed by the court following the withdrawal of the James S. Kemper bid. Judge Wilkerson apparently waived aside the objections to the Central Life deal, which had been filed. Evidently he came to the conclusion that final and immediate disposition of the case was urgent and that further bickering on the part of those without resources for handling the Illinois Life would be futile.

One of the provisions inserted by Judge Wilkerson is that policyholders who have paid their premiums before July 15 of this year will not be required to submit evidence of insurability to have their policies reinstated.

President Ayres' Statement

President G. N. Ayres of the Central Life issued a statement in answer to one of the objectors who criticised the company because of its mortgage loan investments. Mr. Ayres stated that defaults on some of the mortgages grew out of a policy of leniency to farmers, so that they could take advantage of higher prices.

The bond default percentage of the Central Life, he stated, is not out of line with the holdings of other western companies. Reports on the company made by the commissioners of Iowa, Minnesota and Nebraska show the Central Life to be conservative and in good condition, he said.

The objectors claimed that out of \$17,198,000 in mortgages held by the Central Life, \$4,700,000 were in default and that \$775,000 of \$7,932,000 in bonds were in default.

Increase of the personnel of the home office of Central Life by 50 persons has been made necessary by reason of reinsurance of the business of the Illinois Life Insurance Company, Mr. Ayres announced.

Advertising Display Arranged

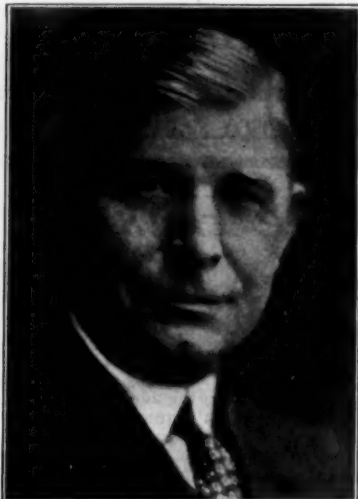
Fifty life companies have made their plans for displaying their 1932-33 sales promotional and advertising material at the Insurance Advertising Conference at the Edgewater Beach Hotel in Chicago, Sept. 25-27, according to J. A. Young, Monarch Life, chairman life group committee on exhibits.

A group of prominent men in the advertising field will judge the exhibits in Springfield, Mass., before they are displayed in Chicago. The exhibits winning first, second and third awards will be displayed at the Life Agency Officers meeting following the Advertising Conference.

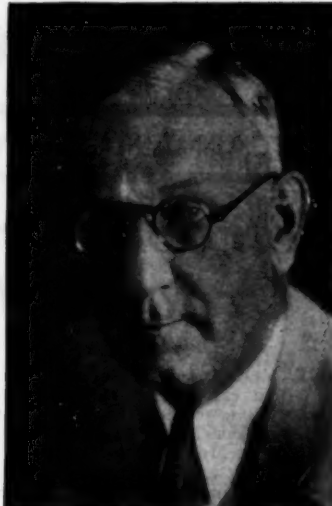
M. L. Brown Made Head of Executive Committee

Secretary Jess G. Read of the National Convention of Insurance Commissioners has announced the election of Commissioner Merton L. Brown of Massachusetts as chairman of the executive committee. Mr. Brown succeeds J. B. Thompson, former commissioner of Missouri, who has retired.

Open Northwestern Mutual Meet



M. J. CLEARY



C. H. POINDEXTER

President M. J. Cleary opened the Northwestern Mutual Life's annual Agents Association meeting in Milwaukee this week, with C. H. Poindexter, St. Louis general agent and president of the Agents Association, responding.

Emergency Powers of N. Y. Department to Be Tested

In order to get a judicial determination of the emergency powers granted the insurance department by the New York legislature, Superintendent Van Schaick has intervened in an appeal taken to the appellate division by the Bond & Mortgage Guarantee Co. from the judgment of Supreme Court Justice Strong awarding \$10,000 in favor of C. A. Tibbetts, owner of a guaranteed mortgage certificate issued by the company.

Tibbetts' certificate became due last December, but he never received the money. Under his emergency powers, Mr. Van Schaick promulgated rules which permitted title and mortgage companies to refrain from paying on certificates which became due.

Mr. Van Schaick issued a statement that the emergency powers were exercised in the field of mortgage guarantee companies in the hope that there could be worked out plans for rehabilitation that would protect the public as far as possible.

"Misunderstanding as to the scope and the intent and use of the emergency powers should be cleared up on the appeal," Mr. Van Schaick stated. "It is for this purpose only that the department will intervene."

Judge Strong held that the emergency powers do not give the insurance superintendent authority to make rules governing then existing mortgages issued by a mortgage guarantee company. He expressed the belief that the emergency rules were designed to give the mortgage guarantee companies a chance to go into bankruptcy so they wouldn't have to pay anybody.

Dawson After Twisters

PIERRE, S. D., July 27.—Commissioner Dawson has sent out a circular letter in regard to "twisting." He calls attention to the fact that it is prohibited by statute in this state, and states that proper showing of any such action by an agent in this state will result in cancellation of his license.

He asks any policyholder who is approached with a request or intimation for such a change to write the department before taking any such step. On such inquiry they will be given unbiased advice as to the merits of the policies affected.

Strong Official Slate for Ad Conference Is Nominated

Henry H. Putnam, advertising manager John Hancock Mutual Life, who was nominated for president of the Insurance Advertising Conference last week, was at one time secretary of the National Association of Insurance Agents and was the founder of the "Journal of Insurance Economics," now the "Eastern Underwriter."

A. H. Reddall who was nominated for treasurer, has been connected with the Equitable Life of New York during his entire career, specializing in advertising and publicity. He is editor of the company's house organ, "Agency Items."

The nominating committee included E. S. Ennis, America Fore; H. A. Warner, Maryland Casualty; J. E. D. Benedict, Metropolitan Life, and Mr. Reddall, Equitable, chairman. Nominations for vice-president and secretary will be made later.

K. H. Mathus of the Connecticut Mutual, leader in the secession movement in the Insurance Advertising Conference, states that immediately after the fall meeting of the life group conference in Chicago, the International Life Advertisers Association will be formed by the 73 members of the I. A. C., who have announced their intention to withdraw.

Brigadier Wins Northwestern Cup

MILWAUKEE, July 27.—B. A. Brigadier, New Hampton, Ia., district agent under J. C. Garland, with 8,408 out of a possible 10 points, won the district agents' cup of the Northwestern Mutual Life, awarded at the annual meeting of the Association of Agents here this week. Mr. Brigadier produced 39.40 percent of his district's total, his district ranking second in per capita, second in percent of insured to insurable population, first in the largest ratio of soliciting agents producing \$10,000 and over to insurable population of the territory and second in the ratio of new producing agents to the insurable population in his territory. He was 12th in the percent of increase in his agency.

The three next ranking district agents are G. D. Palmer, Yorkville, Ill., under the B. J. Strumm general agency, with 7,783 points out of a possible 10; R. D. Buss, Centerville, Ia., J. H. Copeland general agency, with 4,127 points, and C. N. Von Fossen, Macomb, Ill., R. O.

N. Y. City Men in Special Meeting Endorse Riehle

VOTE TAKEN BY COMPANIES

Home Association Memorializes Advisory Nominating Committee of National Association

NEW YORK, July 27.—A resolution recommending T. M. Riehle to the National association's advisory nominating committee for the office of president and instructing the New York delegate to cast his vote for Mr. Riehle at the Chicago convention was adopted by a unanimous vote at a special meeting of the New York City Life Underwriters' Association. About 700 members attended the meeting.

The first ballot resulted in a majority of more than 2 to 1 in favor of the resolution and a motion to make the vote unanimous went through with no opposition.

On petition of representatives of a number of companies, the vote was taken by companies rather than by individual members, this procedure being compulsory under the association's constitution when such a request is made by representatives of five or more companies and a minimum of ten companies are represented at the meeting. There were 32 companies represented at the gathering last week.

Eubank Explains Course

In stating their reasons for requesting a company vote, G. A. Eubank, spokesman for the petitioning group, stated that Mr. Riehle's supporters wanted to eliminate any possibility of suspicion that either side might have "packed" the meeting.

As representatives of each company voted as a unit, each group casting one vote, the largest group had no more voting power than the smallest. Thus, the Equitable Life of New York, with its many New York City agents and its possible interest in the candidacy of Mr. Riehle as a fellow-member of the Equitable's field force, had no more weight in the voting than the agents of a company with one or two representatives present.

The proposal to act on the resolution backing Mr. Riehle was presented by Harry Gardiner, general agent John Hancock Mutual Life, and seconded by F. W. Pennell, general agent State Mutual Life.

Meaning of Company Vote

The company vote provided for in the constitution is not designed to bring out the various companies' attitude toward a subject under discussion but is merely a method whereby members of the association who are affiliated with a certain company vote as a unit, and the result is decided by the score of these unit votes. The vote of each group is unanimously for or against a proposal or divided fractionally according to the result of each group's caucus.

Stating that the meeting had been called "to settle a difference of opinion between groups of friends," Mr. Pennell made a plea for harmony in the association no matter what the outcome of the balloting might be.

"It seems to me that never in the history of this country have our trade associations had the place in the sun they occupy today," Mr. Pennell said. "Instead of social and commercial assemblies they have become adjuncts of government, our own association not excepted. I hope, therefore, with all my heart that nothing will happen at this meeting today which will in any way disturb the uniformity of our marching ranks."

Becker general agency, with 3,876 points.

Northwestern Men Meet at Milwaukee

Cleary and Poindexter Open Annual Meeting of Agents Association

GROUP SESSIONS HELD

National Advertising Campaign Is Recommended—Hughes Awards Honors to Outstanding Producers

MILWAUKEE, July 27.—The annual meeting of the Association of Agents of the Northwestern Mutual Life was held here this week with an unusual number of agents from all sections of the country present. C. H. Poindexter, St. Louis, president of the association, was in the chair and introduced President M. J. Cleary, who reviewed recent events in the life field.

In responding to Mr. Cleary's welcome, President Poindexter said he believed this to be an opportune time to again consider seriously a national advertising campaign. He suggested that any plan entered into should be a co-operative one, developed and financed jointly by all the agents and the company.

J. J. Hughes, assistant director of agencies, presented prizes to agents. Dr. C. E. Albright, Milwaukee, with a record of \$1,791,500 in paid for business during the past agents' year, was awarded special honor AA for writing the greatest volume. H. G. Fricke of Omaha, with 178½ lives credited, received the special XX honor and with it the cup and presidency of the Marathon Club, composed this year of 10 more agents who qualified by writing 100 or more lives. B. A. Brigadier of New Hampton, Ia., received the district agents' cup and Langford & Fahey, St. Paul, were awarded the general agents' cup.

The Special & Soliciting Agents Association held a luncheon followed by a meeting with E. H. Gould, Omaha, president, presiding. J. T. Gallagher, superintendent of claims, talked on "Human Interest in Settlements."

Problems of Agents Discussed

Problems of special and soliciting agents were discussed, the meeting concluding with the election of officers as follows: C. B. H. Loventhal, Nashville, president; F. R. Olsen, Minneapolis, and C. S. Beck, Toledo, vice-president; C. E. Smith, Chicago, secretary-treasurer; Ferdinand Bartlett, Milwaukee; N. H. Burghelm, St. Louis; A. J. Johannsen, Chicago; A. F. Breher, St. Paul; and I. H. Harris, Newark, directors.

The District Agents Association also met with Emery Mangold, Wausau, Wis., presiding. W. R. Chapman, assistant director of agencies, talked on "The American Assets vs. the American Ashcan." Other speakers were E. J. Kersting, Clarksburg, W. Va., on "Maintaining Leadership in Personal Production"; F. C. Repass, Waterloo, Ia., on "Coordinating Sales and Service"; R. B. Kinningham, Danville, Ill., on "Meetings as an Aid to Increased Business," and S. L. Youngquist, Knoxville, Ill., on "Stimulating Agents Through Joint Work."

Agency Supervisors Meet

Agency supervisors held a luncheon followed by a business meeting with A. N. Smith, Cleveland, as chairman. "Time Control" was discussed by Calvin Pontius, Minneapolis, and A. J. Johannsen, Chicago. Field training,

(CONTINUED ON PAGE 17)

Foreclosures by Insurance Companies May Increase

SOME CAN NOW AFFORD TO ACT

Improved Stock and Bond Prices Give Leeway for Converting Mortgages into Real Estate

NEW YORK, July 27.—Some insurance investment people express the belief that the period of real estate foreclosures has not yet really begun in earnest. So far as insurance companies are concerned, there has been a reluctance to foreclose, among other reasons, because to do so would mean a reduction in the value of assets for statement purposes. That is, a mortgage might be carried for its face amount, but if this asset should be converted into real estate, it might be necessary to carry the item at a lower figure. When bond and stock holdings and other investments were at such a low ebb, the companies could not afford to apply much pressure on their mortgage investments. Furthermore, real estate buyers were scarce and the companies knew that if they took the property over, they would have difficulty in disposing of it except at a great sacrifice and then with a liberal purchase contract.

Picture Has Changed

Now, however, the picture has changed somewhat. Bond and stock values have increased and some of the companies which have been trading have made some good profits and have increased their cash position. Therefore, they are in a position to handle their mortgage investments a little more boldly. Some of these companies have started to foreclose on more properties in the last few weeks. This is true of

(CONTINUED ON PAGE 16)

June Sales Upturn Shown in All Parts of Country

HARTFORD, July 27.—Ordinary life sales for the first six months were 79 percent of the volume for the same period of 1932, according to the Sales Research Bureau. The New England states and the four states of the east south central section showed the best experience, sales being 86 percent of those of last year. The west central section also showed better experience than the country average.

The June figures indicate an improvement in sales conditions. In the country as a whole, the volume of new insurance was 88 percent of that of last June. In every section the monthly ratio showed a better experience than the figure for the six months which indicates an upward trend. The east south central states showed a gain of 5 percent in June compared to June, 1932. The New England states paid for a volume of new insurance 98 percent of last June's total. Both Massachusetts and Rhode Island showed increased sales.

The figures below show a comparison of sales during the past month to those of June, 1932, and also a comparison of the six months' volume. A decided upward trend is indicated in every section.

	1st 6 Mos. 1933	June, 1933
	Comp. to	Comp. to
	1st 6 Mos. 1932	June, 1932
United States Total..	79%	88%
New England	86	98
Middle Atlantic	79	85
East North Central..	78	89
West North Central..	81	87
South Atlantic	76	88
East South Central..	86	105
West South Central..	83	89
Mountain	73	81
Pacific	76	82
Cities		
Chicago	90	82
Cleveland	110	78
Detroit	105	72
Los Angeles	86	79
New York	83	74
Philadelphia	85	76
St. Louis	102	88

"Sign Language"

Frank H. Davis, this Company's Vice President in charge of Agencies, is saying substantially this in his monthly message to our Field, published in The Penn Mutual News Letter:

The 57 varieties of economic language that are flying around the country nowadays leave most of us dumb, but the last two months' mounting flock of plus signs show that life underwriters have reacquired their skill in the use of "sign language."

Yesterday is a canceled check. Tomorrow we may overdraw our account. Today's balance is what we must trade with. Let us believe that yesterday's depression is passing. Let us not anticipate an overdraft on a possible disappointing future. Our daily balance for the last two months has sufficed to reverse the production trend. That balance we still have. Faith, courage, industry are the ever-present ingredients of success. Let us mix them, use them, and day by day grasp our daily profit.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Announce Speakers for Managers Day

Many Notables on Program for Session at National Association Meeting

M. A. LINTON HEADLINER

Ralph M. Hamburger of Northwestern Mutual on Program Sept 26—Curtis Publishing Official to Speak

NEW YORK, July 27.—Speakers at the general agents and managers session, Sept. 26, of the National Association of Life Underwriters convention will be M. A. Linton, president Provident Mutual Life; Ralph M. Hamburger, general agent in Minnesota for the Northwestern Mutual Life, and Fred Healy, advertising director, Curtis Publishing Company.

Julian S. Myrick, manager in New York of the Mutual Life of New York, chairman of the committee in charge of the session, will preside. Mr. Linton's subject will be "The Future of Agency Management from a Home Office Point of View." Mr. Hamburger will talk on "The General Agent's Job in the Next Few Years as I See It." Connected with the Northwestern Mutual since 1908, he was made sole general agent in Minneapolis in 1931 and now has more than 100 agents under contract. He has been very active in association work.

"Modern Merchandising With a Life Insurance Application" will be Mr. Healy's subject. Mr. Healy is a leader in the merchandising field and a forceful speaker.

The afternoon session will consist of ten round table meetings, each under the leadership of a prominent general agent who will address the gathering and lead the discussion of the subject, which will be different for each meeting. Further details of this meeting will be announced soon.

New Rules in Ohio

The Ohio department has issued emergency life insurance regulations identical with those recommended by the National Convention of Insurance Commissioners, with the additional provision that no dividends shall be paid to stockholders while restrictions on cash surrenders and loans are in effect, except and until in each individual case the express approval of the division of insurance is obtained in advance.

Washington-Oregon Joint Meeting

Members of the Washington and Oregon agencies of the Massachusetts Mutual Life held a joint meeting last week at Chehalis. Philip Englehart, who was appointed Oregon general agent Jan. 1 of this year with headquarters at Portland, was formerly a leading producer in the Washington agency. Arthur H. Challiss of Seattle is at the head of the Washington agency.

Death of Charles E. Randall

SPRINGFIELD, ILL., July 27.—C. E. Randall, superintendent of agents of the Franklin Life, died here Wednesday morning. He was in the office all day Monday. The immediate cause of his death was uremic poisoning. He was 46 years old. He went with the company in 1924 as an agent. In 1925 he was assigned to Chicago as general agent and in 1928 was advanced to superintendent of agents.

Selling Retirement Income

As a result of the lessons taught by the past few critical years, an increasing number of people are now determined to follow a more conservative program to attain financial independence. Many of them will quite naturally turn to the well-managed life insurance companies.

Through life insurance, men and women not only can protect their dependents against financial loss in the event of premature death, but they can also build up a cash reserve for themselves for emergency needs during the middle years of life and provide funds which will assure a steady, guaranteed retirement income for old age. More and more, people are recognizing the unique advantages of life insurance from an investment viewpoint.

The New York Life Agent is in an exceptionally strong position to be of service to such individuals. He represents a Company whose financial strength is unquestioned. Option Three of the New York Life policy contract provides a retirement income on all policies which mature as endowments, or are surrendered for cash. The Agent has a wide choice of new as well as old insurance contracts to fit the particular needs of his clientele for retirement income; also single premium and annual premium, and immediate and deferred annuities.



HOME OFFICE BUILDING

NEW YORK LIFE INSURANCE COMPANY

51 MADISON AVENUE
NEW YORK, N. Y.

Iowa Commissioner Cited Before Executive Council

COMPLAINT BY CAPT. BAKER

E. W. Clark Is Charged with Irregular
Conduct in Events Leading to
Royal Union Receivership

DES MOINES, July 27.—E. W. Clark, Iowa insurance commissioner, has been cited to appear July 31 before the state executive council to offer information he may have in connection with official examinations, pending or concluded, into the affairs of the Royal Union Life of Des Moines, now in receivership.

The hearing was ordered on the complaint of Capt. W. R. Baker, Kansas City, former Kansas insurance commissioner, who is attorney for H. A. Gross, Los Angeles, a director of the company. Capt. Baker alleged "irregular conduct" on the part of the commissioner in connection with events leading up to the receivership.

Gross Sought Receivership

Gross is plaintiff in an action which resulted in the receivership less than two months ago. In the initial hearing for appointment of receiver L. A. Andrew, former state banking superintendent, was named receiver, but in a subsequent proceeding the court appointed Clark as co-receiver, after his appointment had been urged by several cross-petitioners and intervenors.

Mr. Clark is expected to answer the complaint filed with the state executive council. The principal charge is that he was aware of "insolvency of the company in excess of \$1,500,000 on Dec. 31, 1932, and that he failed to report such condition to the attorney general so that receivership action could have been initiated by the attorney general in accordance with state law." As a matter of fact, the action was brought by a director and stockholder in the federal court, which declined to be bound by the state law which provides that the liquidating officer of an insurance company must be the insurance commissioner. The court held in that case that he could exercise his own discretion in the matter of appointing receivers. Later, however, the court conciliated and named Clark as co-receiver, but with Receiver Andrew directly responsible to the court.

Two Reports Involved

The commissioner will be questioned by the executive council on the circumstances surrounding two reports on the condition of the Royal Union, made between June, 1932, and March, 1933. One report, by Iowa examiners, showed a surplus of \$500,000. Another, conducted by examiners of the insurance departments of five states jointly, reported the company insolvent to the extent of more than \$1,500,000, according to the claims made by Baker.

The purpose of these reports, already explained to the federal court by Clark during the receivership hearing, was to show the condition of the company "as a going concern" and as a possible candidate for liquidation, if the facts so warranted. A question of a pending loan from the Reconstruction Finance Corporation was involved in one of the reports made public. The other report was confidential for use of the state departments involved in the examination, namely, Iowa, Missouri, Nebraska, Minnesota and Kansas, and bore date of Feb. 8, 1933. The other was dated Feb. 13, 1933. The insurance commissioner claims the 5-state examination never was officially filed with the Iowa department.

Citation to Clark to appear before the state executive council was coupled with a citation to appear with information and records regarding the merger in December, 1931, of the Modern Broth-

Small Percent of Assets in Foreclosed Mortgages

LITTLE ROCK, ARK., July 27.—Speaking on "Is Life Insurance Sound?" S. T. Whatley, vice-president Aetna Life, gave a reassuring message to its Arkansas and Louisiana agency staff at a sales meeting here, under supervision of the Gordon H. Campbell general agency.

Although farm mortgages comprise 8.5 percent of life insurance assets, Mr. Whatley said: "Foreclosed farm mortgages equal only 1.3 percent of the total assets. City mortgages equal 27.5 percent of the total assets and farm and city real estate foreclosures combined equal only 2.3 percent of the total assets."

Comments on R. F. C. Loans

"The Reconstruction Finance Corporation has authorized only \$47,000,000 in loans to life insurance companies. This represents less than 2 percent of loans made to other industries and less than .2 percent of the total assets of life companies. Not one of the ten largest life companies has borrowed from the Reconstruction Finance Corporation, banks or any other sources and these ten companies hold 69 percent of the total assets of all companies."

F. L. LeLaurin, associate general agent, New Orleans, and T. W. Teckell, associate general agent at Shreveport, were in Little Rock for the conference. On his present trip, on which Milwaukee will be next visited, Mr. Whitney is accompanied by R. B. Coolidge, assistant agency supervisor, and N. M. DeNezzo, chief of conservation.

Mr. Whatley and his party attended a meeting in St. Louis with about 40 agents, including a number from various parts of eastern Missouri attending. Mr. Whatley is also attending an agency meeting at Indianapolis this week.

erhood of America, Cedar Rapids, with the Independent Order of Foresters, Toronto, a combination which the commissioner approved. This, however, was independent of the Royal Union controversy.

Counter-statements Issued

Recently Governor Herring issued a statement in which he claimed an agreement had been entered into between the merger interests and the C. R. Parks Service Co. of Chicago by which \$750,000 was to be paid by the Foresters in exchange for \$37,000,000 of reinsurance business. His statement named various directors as having received large amounts.

The statement of the governor produced a reply from Albert Haas, supreme president of the Modern Brotherhood, to the effect that no payments, other than commission and expenses, had been paid in connection with the merger.

BAKER NOT INTERESTED

It develops that W. R. Baker of Kansas City, Kan., former insurance commissioner of that state, has no plan in mind for organizing a new life company to take over the Royal Union Life and Bank Savings Life of Topeka. Such a plan, in the minds of most people, seems more or less chimerical. Captain Baker appeared for the original petitioner, who filed the bill for receiver of the Royal Union Life.

George M. Brown Promoted

Geo. M. Brown, who has been with the Great Southern Life several years, has recently been promoted to cashier of its Oklahoma City office. He was formerly connected with the now liquidated American Southern Life of Lake Charles, La., as cashier. He will be in charge of the collections for all Oklahoma.

Financial Strength of Life Insurance Shown by Chapman

APT COMPARISONS PRESENTED

Fraud Losses Exceed Life Premiums— Loss to Policyholders Only Small Fraction of Reserves

MILWAUKEE, July 27.—The financial strength of life insurance was brought out by W. R. Chapman, assistant director of agencies Northwestern Mutual Life, in his talk on "The American Assets vs. The American Ashcan" at his company's District Agents Association meeting here.

Billions of dollars are being lost annually through fraud, business failure, bank failures, accidents and fires, which if saved in a few years' time could wipe out the national debt, said Mr. Chapman. Fraud losses of \$3,850,000,000, he said, are more than the \$3,750,000,000 of annual life insurance premiums and the \$3,268,000,000 depression years' increase in assets of American life companies.

Compared With Depreciation

"During the past three years equity securities, stocks, have undergone a depreciation in dollar valuation of about \$125,000,000,000," Mr. Chapman said. "This averages \$1,000 for every person in the United States and equals 30 percent of the wealth ascribed to the nation in 1929. Add to that figure the bond depreciation for the same period, and the total approaches \$160,000,000,000."

"Now, let's set that off, by way of comparison, with life insurance: Depreciated stocks and bonds, \$160,000,000,000; face value of life insurance, non-shrinkable, \$108,000,000,000, kept in force by payment of less than \$1,000,000,000 annually. In other words, stock

and bond depreciation is one and one-half times the life insurance coverage, maintained through the payment of only 3 percent of the amount involved.

"The great American assets, to get away from the 'ashcans,' are the \$21,000,000,000 in American life insurance companies' portfolios. The present is a marvelous time to examine the solvency of life insurance companies not only through the depression but also during the past quarter of a century, something that should inspire public confidence. Measured by annual production, volume in force, admitted assets or net resources, the period from Jan. 1, 1910, to Dec. 31, 1932, shows growth between six and seven times as large as at the beginning. This growth took place through a period embracing three major depressions, the world war, and one serious epidemic. During that period 337 life insurance companies retired from business. Only 18 companies exposed their policyholders to possible loss, but they had only .4 percent of all the ordinary insurance in force at the beginning of the period plus that written to the end of 1932. The average annual loss to policyholders during the past 23 years did not exceed 29 cents for every \$1,000 of net reserve.

"If we take just the depression period, the average annual losses from companies failing during those years will not exceed 91 cents on every \$1,000 of average net reserve held by all companies—99.9 percent safe is what such records mean," Mr. Chapman emphasized.

H. V. Chapman Dies

H. V. Chapman, advertising manager of the Ohio Farmers, died suddenly last week at the age of about 35. Funeral services were held Sunday afternoon in LeRoy, O., where the home office of the Ohio Farmers is located. He was well known in insurance advertising circles and had an engaging personality.

Agents Should Not Stress Cash Values, Says Mortensen

MORATORIUM IS DISCUSSED

Wisconsin Commissioner Expects Regulations to Continue Until December—Due to General Business

MADISON, WIS., July 27.—Agents should not stress cash or loan values in selling life insurance but should emphasize the primary purpose, Commissioner Mortensen of Wisconsin declared in a talk at a meeting of Business Men's Assurance agents here.

"The moratorium," he said, "has been laid at the doors of the insurance commissioners by the companies, but it emanated from the companies themselves. They requested action for conservation of the life insurance structure. We lent support to it because we believed it advisable.

"Prior to that executives of life insurance companies had taken the position that life insurance was well nigh impregnable. Life insurance companies were probably the last fortress being affected, but they were absolutely not on such a high plane that it was impossible for them to go through stress for a long time and not be affected. After all life insurance companies are simply institutions formed on business premises. Life insurance companies had no investment funds they could place in better investments than were available to other concerns.

"I believe in facing the facts. There is no use in getting behind them. We are all united in a business venture that ramifies the business structure of the entire nation, and we must recognize this.

"Every day we receive queries from agents both by telephone and mail ask-

ing when the moratorium will end. In all probability the insurance moratorium will continue in force until after the national meeting of insurance commissioners early in December. If conditions improve as they have in the last 60 days it would seem that there is no necessity of continuing the moratorium beyond the first of the year."

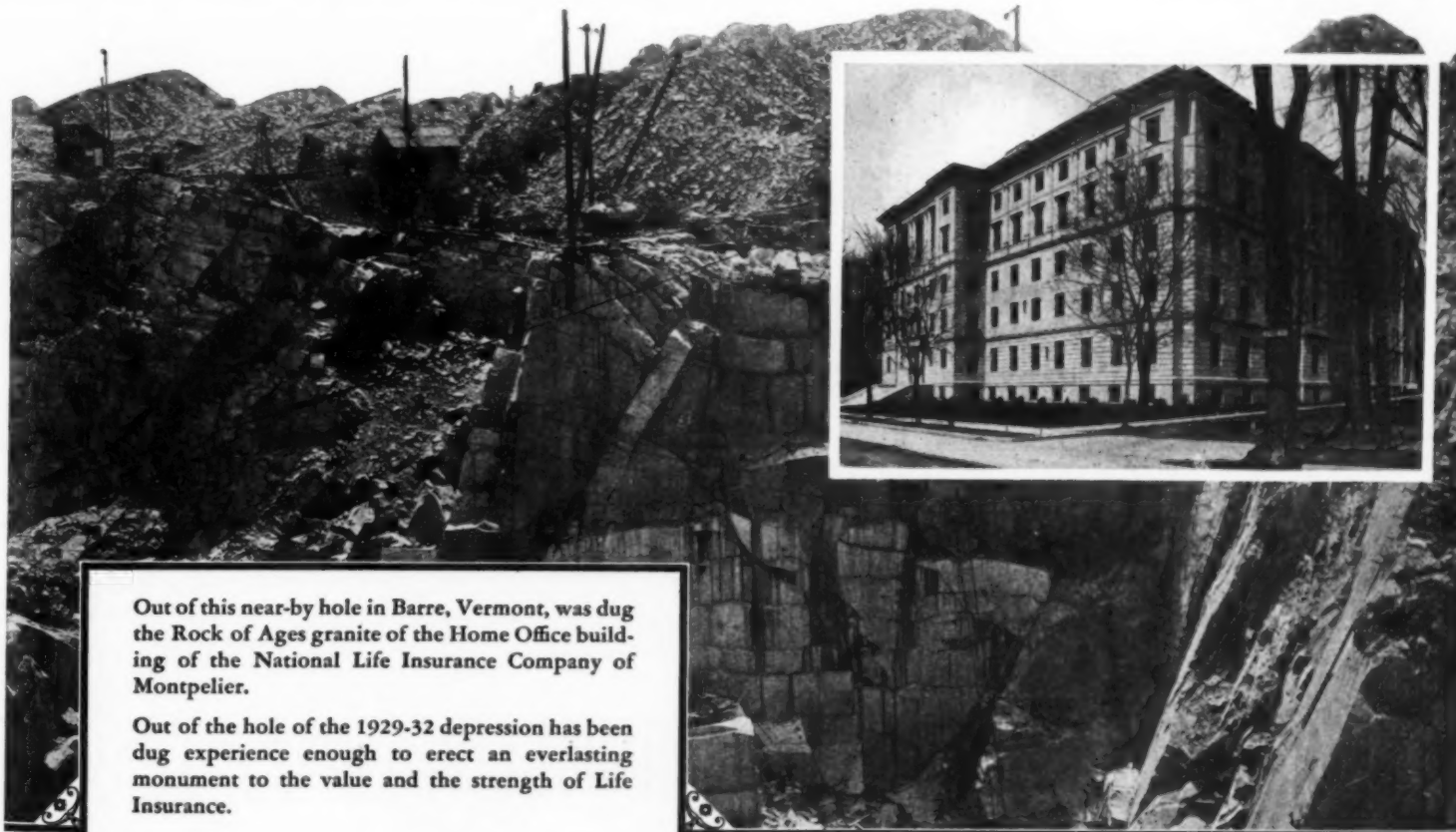
After explaining the feature of Wisconsin's moratorium which provides for a 30-day additional grace period, and which provides that companies under the moratorium must give Wisconsin policyholders as many privileges as they give policyholders in other states, Commissioner Mortensen said that some companies are very liberal in interpreting the policy loan provisions under the moratorium which allows payment of loans in cases of necessity.

"Have companies suffered from the moratorium?" is another question being asked. My personal opinion, speaking unofficially, is that life insurance companies will feel this for some time, and the longer it remains in force the more they will feel it. And if companies, through their representatives stress cash surrender values of life insurance in their selling, they will probably feel this even more."

Refuses Commissioner Post

LOS ANGELES, July 27.—R. M. Clarke, former superior judge of Ventura county and for many years prominent in political and legal circles here, who was appointed California commissioner by Governor Rolph, telegraphed his refusal to accept the place to both the senate and governor. He had already been confirmed by the senate.

If Governor Rolph fails to submit another name before the legislature adjourns this week, Commissioner E. F. Mitchell will automatically remain in office for another two years. Commissioner Mitchell is a holdover from a previous administration.



Out of this near-by hole in Barre, Vermont, was dug the Rock of Ages granite of the Home Office building of the National Life Insurance Company of Montpelier.

Out of the hole of the 1929-32 depression has been dug experience enough to erect an everlasting monument to the value and the strength of Life Insurance.

NATIONAL LIFE INSURANCE COMPANY, MONTPELIER, VERMONT

Farmers Told Refinancing Policy Under the 1933 Act

MESSAGE WARNS BORROWERS

Insurer Asks Mortgagors Not to Expect Scaling Down of Indebtedness or of Interest Rate

One of the large life insurance companies has addressed a communication to all farmers who have borrowed from that company, in relation to the emergency farm mortgage act of 1933. This act, the company states, was devised primarily for the relief of mortgagors, particularly of owner-operators of farms whose homes are on the mortgaged land, and the relief of mortgagors was purely incidental and intended only for those who may prefer reduced amounts of cash or of federal farm loan bonds to the notes secured by these mortgage bonds.

Therefore, the company states, while it will lend every effort to arranging a refinancing of any of its mortgages with the federal land banks, the company states that it will be very careful not

to encourage borrowers in the belief that the company will scale down its mortgages and interest rates at the expense of the policyholder. Where the mortgages can be exchanged for cash on a basis of dollar for dollar, the company in question states it will cooperate with the borrowers in order that they may receive the advantage of a reduced interest rate, which the federal land banks are offering borrowers under the emergency act.

However, there are certain specific expenses involved in effecting this refinancing. Some of these expenses like appraisals and inspections will accrue whether the loan is accepted or not and other and heavier expenses will accrue if the loan is accepted. This information, the company states, can be secured readily from the federal land bank.

Confer With R. F. C. Officials

WASHINGTON, D. C., June 27.—Daniel Boone, president American Life Convention, and Judge Byron K. Elliott, manager and general counsel are scheduled to confer today with officials of the Reconstruction Finance Corporation, at the invitation of Carroll Merriam, a member of the board. Mr. Boone said he did not know just what

matters would be taken up, but that he assumed that the general subject of R. F. C.'s cooperation with insurance companies would be discussed.

R. H. Cutler Dies

R. H. Cutler, general agent for the National Life of Vermont at Springfield, Mass., died July 23 at Heaton hospital, Montpelier, where he had been critically ill for the past two months. Mr. Cutler stood at the head of the National's Leaders Club for the year ending June 30—the third time he had thus led the forces.

He was a son of the late H. M. Cutler, vice president of the National from 1911 to 1930. He was a graduate of Dartmouth, class of 1915. He started his insurance career in the National's Baltimore agency under the late A. G. Goodrich. He had been in charge at Springfield, Mass., since 1919. Mr. Cutler was in his 41st year.

McVoy Out on Crutches

J. A. McVoy of St. Louis, former president of the Central States Life of that city, who was involved in a serious automobile accident some weeks ago, is now able to navigate on crutches and expects to be out in another month.

On the Program



CALEB R. SMITH

Caleb R. Smith, who made such a hit last year at the million dollar round table conference at San Francisco, is to be one of the speakers at the annual convention of the National Association of Life Underwriters in Chicago. Mr. Smith speaks with confidence, has complete and facile knowledge of his subject, and holds the close attention of his audience. He is a star when it comes to outlining a sales talk.

Mr. Smith started with the Massachusetts Mutual Life in 1913. He states that he worked on a hit and miss plan, writing from \$200,000 to \$500,000 a year up to 1920. He has been located at Ann Arbor, Mich., where the University of Michigan is situated. There were about 8,000 students at that time and the city had a population of about 20,000. During the period from 1913 to 1930 he developed a simple sales talk, and using this, together with a systematic program of work, he started out in 1920 with a definite plan of writing \$3,000,000 of business in the next five years. This gave him a quota of \$600,000 a year or a weekly quota of \$12,000, which was successfully carried out for a period of four years. At the end of that time he felt that he should increase his quota and instead of completing his five-year program he increased his quota, beginning in 1924, to \$20,000 per week so that he could write a million dollars a year and he successfully carried out this program. From 1920-1932 he has written over 1,800 applications with an average of more than \$7,000 each.

During this period every application with the exception of four has been paid for with a binding receipt at the time the application was taken and during the last 10 years every application has been paid for with 100 percent delivery, that is, every policy issued by the company, even though a 20-payment life or 20-year endowment was issued instead of the kind applied for, has been delivered.

Takes State Teachers Mutual

The Beacon Life, Tulsa, Okla., has purchased the State Teachers Mutual Life, which was organized 18 months ago with home office at Dallas. At the time of transfer, it had \$500,000 of business on its books. The Beacon Life has opened a Dallas office.

Morton's Increase 90 Percent

S. L. Morton, general agent in St. Louis for the Connecticut Mutual, reports that the business of his agency in June showed a 90 percent increase over the same month last year.

J. B. Terry has been appointed general agent for the Liberty National Life of Birmingham, Ala., at Abilene, Tex.



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Saint Paul, Minnesota

Integrity, Safety Was Preserved by Moratoria—Cleary

MILWAUKEE, July 27.—In his talk at the annual convention of the Northwestern Mutual Life's Association of Agents here, President M. J. Cleary commented on the moratorium on policy loans and surrender values.

"The action of the public authorities has been fully justified," said Mr. Cleary. "No policyholder lost a dollar because of it. Few, if any, policyholders were denied money they actually needed. At worst the payment was only temporarily delayed. The integrity and safety of the institution of life insurance was preserved and protected against the effect that fear might have inflicted. It emerges from this distressing period with all of its normal strength and vigor, stronger and safer than when the storm struck."

Brought on by Outside Forces

"The moratorium," he said, "was brought on by forces outside of the field of life insurance, forces with which life insurance had no connection and over which it had no control. The general collapse of values, bank failures and bank holidays produced fear—in many cases bordered on hysteria. There had been no default nor delay except in a few minor cases on the part of life insurance in meeting its obligations, yet thousands lost confidence and rushed for their life insurance reserves. State officials and legislatures resorted to the moratorium to protect the policyholder against the consequence of a persistent raid that might have compelled the companies to sacrifice investments in a bewildered and depressed market."

Demands Met in Full

"For four years the life companies have poured out billions annually in cash to their policyholders to meet all kinds of needs. These demands have been met in full and on time. Except in the case of a very few minor companies, no policyholder has lost a dollar or been required to accept a penny less than his contract called for. In the few minor cases of default the trouble did not result from any weakness in the life insurance structure. It came from weakness in the men who managed the companies. The cases were remarkably few in number and comparatively trifling in amount. Unfortunate as these few cases are, they will serve to make present and prospective policyholders more conscious of the importance of management. That will be good for the business and for the public."

Jefferson Standard Record

President Price Gives Summary of Its Operations During the First Six Months

At the semi-annual meeting of the directors of the Jefferson Standard Life, President Julian Price presented a report showing the operations for the first six months. Capital and surplus as of June 30 were \$2,510,000. A special fund of \$800,000 has been set aside for security fluctuation. Another special fund of \$616,694 is set aside for policyholders' dividends during the next 12 months. As of June 30, the company showed assets \$55,149,137, increase since Jan. 1, \$6,400,000. It paid policyholders during the six months \$5,023,993. The company pays 5 percent on proceeds left with it. Insurance in force is now \$309,277,149. A semi-annual dividend of \$3 a share was declared. J. C. Smith, general counsel, was elected a director. J. M. Bryan was elected secretary, he having been with the company for many years. President Price in his report

said that the trends show definite and permanent improvement. The Jefferson Standard operates in 22 states, the District of Columbia and Puerto Rico.

In celebration of its 26th anniversary the company introduces the "Dixie Special." The premium starts on a comparatively low basis and increases annually for five years, becoming level with the sixth premium. The agency department reported that July of this year is exceeding July of last by 19 percent in new business.

Volunteer State's Leading Producers Meet in Chicago

Leading producers of the Volunteer State Life of Chattanooga are holding their annual convention in Chicago this week. The meetings will continue through Friday. Agency Vice-President A. V. Mazingo is in charge of the business sessions. The entire home office staff is present with the exception of Commodore A. L. Key, president. During the course of the convention the home office officials in attendance, including T. F. Bourke, superintendent of agencies; R. H. Kimball, executive vice-president; Z. C. Patten, vice-president; J. B. Steele, medical director; H. H. Mansfield, agency secretary, and Seneca

M. Gamble, assistant agency manager, will speak.

There is a total attendance of 90. Business sessions are held in the morning and the afternoons devoted to visiting the Century of Progress Exposition.

At the opening session Mr. Mazingo introduced the company's ten leading producers, who during the agency club year produced a total of \$2,518,000 of business or an average of \$251,000 per man. A telegram from Commodore Key was read in which he asked for \$6,000,000 of new paid-for business the remaining five months of 1933.

The Commodore Key cup was presented to J. W. Bishop, manager at Chattanooga, Tenn., who during the year had a total personal production of \$417,000 with a 70 percent renewal on the preceding year's business. The J. M. Smith cup, presented annually to the agency writing the largest number of applications, was awarded to Walter H. Peck of Dallas, Tex., who wrote 99 policies.

At luncheon on Thursday E. S. Albritton, Chicago general agent of the Provident Mutual, spoke on "Selling Life Insurance Under the New Deal." Other speakers heard during the three days' sessions were C. F. Powell, manager Mobile, Ala.; H. M. Piper, manager Bristol, Tenn.; J. H. Jarvis, man-

ager Knoxville, Tenn.; F. B. Lowe, agent Atlanta, Ga.; J. W. Bishop, manager Chattanooga, and J. W. King, manager San Antonio, Tex.

Unfavorable Developments Found in Production Clubs

While production clubs are ordinarily regarded as a decided stimulus to the agent, one angle has developed the past year or so with certain companies that has raised some question as to their value at this time.

Some agents who have been members of a certain production club for a number of years, and are very anxious to sustain that record, have found themselves short of the required volume or number of lives this year. In order to maintain their record, these agents have in some cases resorted to high pressure methods and are writing cases that they would not have thought of submitting to their companies in normal times. The result has been that these companies have had to make a more careful inspection of all business submitted, and even at that, some cases are getting by which are likely to cause much grief for the carriers.



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Illinois	Ohio	Texas
Iowa	Oregon	Washington
Michigan	Wisconsin	

OBSERVATIONS ON LIFE INSURANCE

—BY E. JAY WOHLGEMUTH

It will be interesting to see what eventually will become of such companies now in receivership as the Royal Union and other companies that may be forced temporarily or permanently out of business by the depression. Life insurance companies possess wonderful recuperative powers. The old Pittsburgh Life & Trust was taken over after it had been looted by the Birdseyes and administered by the Metropolitan Life with the result that the liens on its policies were eventually entirely removed.

The Royal Union in 1931 had expenses of management of \$1,467,683 with insurance in force of 177 millions and premium income of \$5,199,059. It had assets of not quite \$40,000,000. When you cut off most of the home office salaries and home office expenses as well as the cost of maintaining branch offices and agents it would seem possible to make up quite a large deficit in assets over a period of years. Of course the Metropolitan had the advantage of being a thoroughly sound and going concern with a fine reputation which inspired confidence and no doubt Pittsburgh Life & Trust policyholders continued paying their premiums largely on this account. However, given the assurance that the state would administer the company economically and that it expects to put it back on its feet, it is possible that the bulk of policyholders would continue to pay their premiums and if they did the company in time might be restored to solvency. Certainly, given good management by the state, it would be to the interests of policyholders to stand by. It is for the purpose of securing new business and building up the company that a large part of the expense is maintained.

The Hartford Life in its safety fund division has been merely running off the old business for a good many years, collecting the premiums by mail. In this company there is no agency expense and the home office expense should be very low. With the state taking a hand in almost every kind of business nowadays, it would seem there is no good reason why it should not successfully and economically temporarily administer the affairs of a life insurance company that has been stopped from writing business.

* * *

There is a new law in Colorado passed at the instance of Commissioner Cochran, who has long held the idea that a stock life company which becomes impaired should automatically be mutualized with what is called the "open contract," which is the safety clause of legal reserve fraternal insurance. Theoretically, the open contract is ideal but practically it is usually something else, although it might be a good feature in connection with stock companies which are mutualized under the Colorado statute.

This Colorado law provides that whenever the total legal liabilities of the company exceed its admitted assets the total of such deficiency shall be imposed upon the policies in force, the amount of the lien thereby attaching to each such policy being proportionate to its net value. Each said lien, with advance in-

terest beginning 60 days after written notice to the insured automatically and correspondingly reduces the available value of the policy; and within said available value is an admitted asset of the company. The interest shall be at the policy reserve rate therefor; and, if unpaid, shall compound annually at the same rate. Surplus accruing to any policy shall first restore any value thereof reduced by said lien; then, as approved by the insurance commissioner, to the restoration or creation of the statutory guaranty fund.

* * *

To restore or maintain the statutory reserve required of capital stock legal reserve companies and all or any part of the capital as may be necessary in excess of the minimum required by law for the incorporation of such companies, the loss shall respectively be available as surplus. After six months' continuous impairment of the minimum capital, or after five days' continuous impairment of the required reserves, or upon a vote, during the impairment, of a majority of the stock and the majority of the number of policyholders, the company if not reinsured, shall immediately become mutual and all stock shall be void, but each certificate therefor shall, upon surrender, receive its equitable share of any excess, at mutualization, of the company's entire assets over all its liabilities. The expense of management of such company, notwithstanding any agency, salary or retainer contract, shall be restricted as determined by the insurance commissioner, but during the existence of any lien the company, without the consent of the insurance commissioner, shall not do new business and the insurance commissioner may, if satisfied that the interest of the policyholder so requires, may, upon obtaining an order of a court of competent jurisdiction, proceed to liquidate and dissolve the company.

This method may be followed if the total unsecured indebtedness other than the accrued policy liabilities and taxes of the company exceeds 5 percent of the total liabilities.

This law, it would seem, provides at least one way out for companies that may get into trouble and is well worthy of consideration by other states. The expensive liquidation through receivership is an outworn method and should be discarded wherever possible. There might be companies so far gone that only an outright receivership would be advisable but if the various insurance departments will watch their doubtful companies and take the necessary steps in time the life insurance business should be saved the notoriety and expense of long-drawn-out receiverships.

* * *

It is doubtful whether the value of strict economy is properly appreciated in some companies. Recently, in discussing this point, the president of a comparatively small company which would show a drop in surplus for the year 1932, said that he had been considering a reduction in home office salaries of 10 percent as well as cheaper office quarters; but, he said, "As our home office salaries

(CONTINUED ON PAGE 10)

Six Months' Figures Reported

	New Paid Business		Inc. or Dec.	
	1st 6 Months	1932	1st 6 Months	1932
Country Life, Ill.	\$ 5,109,250	\$ 4,544,000	\$ 2,433,807	\$ 1,843,500
Home Friendly, Md.	8,472,434	8,056,785	—266,205	—442,193
Midland Mutual Life	4,347,081	5,882,626	—3,538,313	—1,648,200
Modern Life, Minn.	327,650	644,549	—786,264	—576,213
Phoenix Mutual Life	14,749,928	26,743,630	—22,836,947	—6,325,751
Standard Life, Miss.	1,081,695	1,489,589	—59,715	3,623
State Farm Life, Ill.	2,912,101	1,711,689	1,591,376	792,789
Union Labor Life	696,800	1,269,500	—110,918	632,760

Revamping of Insurance Laws Is Up to Federation

At a meeting in Columbus, O., attended by about 35 representatives of insurance companies, under the auspices of the Ohio chamber of commerce, it was decided to ask B. G. Dawes, Jr., president, and the Insurance Federation of Ohio to consider the advisability and practicability of revising the insurance laws of Ohio. If such a revision is attempted, it is understood every branch of insurance will be represented and each division will in all probability be invited to revise the laws pertaining to its special line of insurance.

There is some question as to whether life insurance will be included in the undertaking, in view of the fact that the life insurance laws were revised by the Gradison bill, which was passed at the latest session of the Ohio assembly. It was agreed that if a new bill is drafted providing for a codification of the insurance laws, it will be sponsored by the chamber of commerce and will be supported by insurance organizations representing all classes. Several years ago a new code was prepared under the sponsorship of the Ohio state bar association, but it was never presented to the legislature.

Gross Makes Record

John E. Gross of the Frank M. See agency New England Mutual Life, St. Louis, ranks second in the country for the company in number of lives insured the first six months of 1933. This is Mr. Gross' second year in the business having been formerly in the bond business. During the bank holiday he wrote the largest number of applications that has been written by any agent of the New England Mutual in its history.

In June the Frank M. See agency reports having written the greatest number of lives in its history and third largest in volume paid for.

To Address Agents at the Annual Convention



RUSSELL S. MOORE

Russell S. Moore, who is to appear on the program at the annual meeting of the National Association of Life Underwriters in Chicago, Sept. 27-29, is a home office field supervisor for the Midland Mutual Life of Columbus, O.

Mr. Moore is a native of Kansas City. Before entering the insurance business, he taught school for eight years, first in the public schools of Kansas City, then at the state school for the deaf at Knoxville, Tenn., and later he had charge of mute education at the Goodyear Tire & Rubber Co. in Akron.

In 1922, Mr. Moore started insurance selling with the Midland Mutual in Akron and wrote and paid for \$365,000 of insurance his first year. He continued as a personal producer for more than four years and then was made a home office field supervisor, traveling through eight states as a recruiter and trainer of men. While being so engaged he closes over \$1,000,000 of insurance a year.

Disability Figures Explained

There have been numerous inquiries as to why disability losses and premiums waived exceed total premiums in many company statements. The compiler of statistics explains that this phenomenon is due to the method of computing gains and losses for the gain and loss exhibit in the annual statement. He explains: "The process is roughly as follows:

Total disability reserves at beginning of 1932.....	\$.....
Plus disability premium income in 1932.....	\$.....
Plus interest earned on disability reserves in 1932.....	\$.....
Total.....	\$.....
Less disability payments and premiums waived in 1932.....	\$.....
Difference equals actual disability reserves on hand Dec. 31, 1932.....	\$.....

Takes Reserves from Surplus

"The actuaries decide, using whatever tables they are following and also their own judgment, what amount of disability reserves the company should have on hand at the beginning of the new year, 1933. If they decide that they should have larger reserves than the last item listed above, the difference between what they decide they should have at the beginning of 1933 and what they actually had at the close of business on the last day of 1932 must come out of surplus. This of course represents a loss and is so listed on the gain and loss exhibit.

"This addition to the disability reserve over and above that provided by premiums and interest, of course, does not bring the reserve up to the point where no losses in future years may be looked for. To anticipate all these future losses and attempt to lump them into one year would be an excessive

burden, and quite unnecessary, since as can be seen from the table, disability premiums are close to or greater than disability outgo.

Must Set Sum Aside

"On the other hand, to neglect to take these losses now, year by year, would be to pile up such losses for the future in staggering amounts. Then, too, the company which sets aside substantial additions from surplus during these earlier years will have the advantage of a longer interest-earning period on these sums."

It is pointed out that one great company last year received in premiums about \$560,000 more than it paid out in disability benefits and premiums waived, to say nothing of interest on disability reserves. Yet experience shows that the reserve basis on which much of this business is held will prove inadequate to meet claims as they come due. Companies are gradually shifting disability business over to a reserve basis which takes account of less favorable experience. To accomplish this, more money must be put into the reserves each year until eventually they are all on an adequate basis.

There is the chance that actual experience will prove better than anticipated. Disability income business written since the last general change in rates and provisions (when many companies dropped it altogether) is understood to be on an adequate reserve basis.

Edward A. Woods' "Life Underwriting as a Career," shows the opportunities of the profession and presents a real understanding of present day practices in life underwriting. Price, \$2.25. Order from The National Underwriter.

Make your work easier with these practical tools

LIFE UNDERWRITERS find there is no substitute for work. Work—the proper application of energy—still remains a fundamental requisite to success in life insurance.

Work plus the practical tools offered agents by this company make a combination hard to beat. Here are some of the tools offered our agents which will also help make your work more remunerative and easier.

- a liberal agency contract
- a complete line of modern policies
- juvenile policies, sub-standard
- double indemnity, total disability
- low non-participating rates
- organized presentations
- a fool-proof visual sales kit
- a daily working plan
- a condensed but comprehensive training plan
- a conservation program that helps keep policyholders sold and reduces lapses

Connect with a company that will give you the greatest help and make it as easy as possible to operate. For openings in Ohio, Michigan, Illinois, Indiana, Kansas, Oklahoma or Texas, write George L. Grogan, Vice President, in Charge of Agencies.

The Federal Reserve Life Insurance Company

Kansas City, Kansas

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION, PUBLISHED EVERY FRIDAY

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Vast Waste in Receiverships

THE approval given by the federal court in Chicago for the taking over of the business of the defunct ILLINOIS LIFE by the CENTRAL LIFE of Iowa, it is hoped will close an experience that has been fraught with waste and loss. A receiver was appointed for the ILLINOIS LIFE late in November. Since that time there have been proposals and counter proposals, investigations into proposals, complaints, hearings of criticism lodged against proposals, conferences with life insurance experts, and so on. Legal fees have run up into big money.

All this shows the fallacy of throwing a life company in the hands of a receiver so far as protecting policyholders are concerned and then expecting early action. A receivership is a costly thing. It is stated that the expenses of the ILLINOIS LIFE receivership to date will reach \$700,000 and before it is over the \$1,000,000 mark will be reached. All this comes out of the pockets of the policyholders.

There were proposals and bids made early in receivership that were fair and backed by reputable companies. Almost nine months were allowed to elapse before anything was done. Too much time, in our opinion, was given to hearing of complaints, making investigations of proposals, hiring experts to examine

bids, etc. If an honestly managed and well intentioned company made a bid, it is fair to assume that it intended to do the right thing. It would not have required any great outlay of money to have any proposal examined. Weeks and weeks of time have been consumed in listening to different groups who were trying to edge in for one purpose or the other. The LINCOLN NATIONAL LIFE made a bid in the first place and deserved consideration. It withdrew because it was disgusted with the way the machinery was working. Then the JAMES S. KEMPER syndicate came in with another bid entirely fair and after weeks of delay that group pulled away because of the interminable delay.

This experience and others similar to it should convince insurance departments and other public authorities that some other way than a receivership should be found to deal with legal reserve companies that are on the brink of ruin. An insurance department perhaps under authority could appoint a custodian or could devise some method whereby a company could be operated without the tremendous expense of a receivership. The ILLINOIS LIFE policyholders can charge up a cold \$1,000,000 to the receivership process and the delays it entails.

Farm Situation Has Improved

IT is gratifying to know that the life companies feel that the farm situation has improved materially since the first of the year. The higher price of farm products, in spite of fluctuations, has been heartening. Many farmers that were about ready to give up their places

now feel that there is a more encouraging outlook. Companies that have farm mortgages are finding interest is being paid more satisfactorily. After all, the soil is the basis of real value. The price of farm land has gone down materially but the land is still there.

Securing Good Batting Average

WHEN PRESIDENT ROOSEVELT in his radio message stated that he did not expect to make a hit every time he came to bat, but he was aiming at a good batting average, he spoke in a language that the man on the street understood. He said that THEODORE ROOSEVELT once told him that if he was sound in 75 percent

of his judgments he would be satisfied. Many people base their reputation on a single achievement. They live on the name of having done one or maybe two things exceedingly well. They are satisfied to rest there. The best reputation is based on doing a number of things well.

PERSONAL SIDE OF BUSINESS

Arthur C. Short, special agent of the Kansas City Life, Jackson, Miss., was elected state commander of the Mississippi American Legion at the recent convention. He is the third insurance man who has been elected state commander. The first was Ernest Waldner of Greenville, who is interested in a general agency. The second was W. Dudley Owens, vice-president and secretary of the Lamar Life.

Garfield W. Brown, Minnesota commissioner and president of the National Convention of Insurance Commissioners, will be a speaker at the annual meeting of the Association of Superintendents of Insurance of the Provinces of Canada in Toronto, Sept. 3-7.

W. W. Wyant, 26, senior member of Wyant & Tesmer, Waterloo, Ia., died there following three years of ill health. In 1907 he became the first Waterloo salesman for the old Iowa Life and in 1910 organized the W. W. Wyant agency, later taking in Fred Tesmer as his partner. He was a director of the Iowa Mutual Liability of Cedar Rapids. Mr. Wyant was widely known in musical circles.

William Gunn, Jr., a member of the Penn Mutual's Stevenson agency in Philadelphia, in a dramatic game won the 1933 Pennsylvania state amateur golf championship. The winner had to be a Penn Mutual man, because the runner-up was H. S. Cross, Jr., of the company's investment department. Play was at the Merion Cricket Club, and the gallery was the largest since Bobby Jones won his championship on the same course. The day before the play-off, another Stevenson agency man—a defending champion and medalist—just missed making the finals. In the same week Simon Gillam, Penn Mutual mortgage loan inspector, made a hole in one on the Riverton course.

O. D. Hippler, general agent of the Detroit Life at Mt. Clemens, Mich., has been elected commander of the American Legion post there.

E. C. Anderson of the agency department at the home office of the Connecticut Mutual Life has completed a tour of the general agencies just established in Texas at Dallas, Houston and San Antonio, and has returned to Hartford.

Willard I. Hamilton, vice-president of the Prudential, will celebrate his 66th birthday Aug. 2. His entire insurance career has been with the Prudential.

J. H. Cowles, Los Angeles general agent of the Provident Mutual Life, who was operated on recently for appendicitis, is now steadily recovering his health and is expected to return to the office about Aug. 1.

Arthur Whitfield, for 20 years district agent for the Northwestern Mutual Life at Sioux City, Ia., was married recently to Mrs. Lottie Mullen of Sioux City.

Dr. M. B. Smith, 64, general agent for the Pacific Mutual Life at Ottumwa, Ia., died there last week. He joined the Pacific Mutual at Lake Park, Minn., in 1915 and two years later went to Ottumwa as general agent. His two sons, L. P. Smith and L. M. Smith, have been associated with their father.

R. O. Mason, agency supervisor of the Provident Life & Accident, Chattanooga, and Miss Janette Hackett, Memphis, Tenn., were married last week in San Antonio, Tex.

Mrs. Helen C. McConnell, wife of Dr. George G. McConnell, medical di-

rector of the United Mutual Life of Indianapolis, died at her home after an illness of several months. She sang two seasons with the Cincinnati Symphony Orchestra and was a member of a quartet which gave concerts in all parts of the country.

W. M. Brucker, vice-president of the American Life of Detroit, was elected president of the Rainbow Veterans Association at the annual convention in Chicago last week.

O. A. Colvin, Akron, O., manager of the Western & Southern Life, who has been with that company 30 years, has been granted a 30 weeks' vacation with salary in recognition of his service.

D. J. Bloxham, manager of the agency training department of the Travelers, is confined to his home by illness. Mr. Bloxham will probably be away from the office for about a month. When he returned recently from a trip to Chicago, he was advised by physicians to give up his office work for a few weeks to recover his strength and health.

President R. T. Stewart of the Mid-Continent Life of Oklahoma City has received the degree of LL.D. from Baylor University, Waco, Tex.

C. R. Lewis, a member of the Wichita general agency of the Equitable Life of Iowa, has been appointed head of the fourth Kansas district of the Home Owners Loan Corporation, which comprises 27 counties of southwest Kansas, and will establish offices in Wichita.

The Northwestern Mutual Life's "Field Notes" features R. H. Hobart of Hobart & Oates, Chicago general agents, because there have been four generations in his family insured in the Northwestern Mutual. S. D. Hastings, who at one time was state treasurer of Wisconsin and was elected a trustee of the Northwestern Mutual in 1861, was insured in the company, he being the grandfather of Ralph Hobart. Mr. Hastings in 1868 was elected president pro tempore of the Northwestern Mutual. He died at the age of 87 in 1903. H. R. Hobart, father of Ralph, an alumnus of Beloit college and a prominent newspaper man, carried a policy in the Northwestern Mutual, he dying in December, 1928. H. R. Hobart was at one time city editor of the Chicago "Evening Post," managing editor of the Chicago "Evening Mail," editor of the Chicago "Morning Career," and editor of "Railway Age."

R. H. Hobart is a University of Chicago graduate and became an agent for the Northwestern Mutual in 1901 when A. W. Kimball was Chicago general agent. The first of 26 policies of the Northwestern Mutual now in force on his life was issued in 1896. He has been a member of the Hobart & Oates partnership since Jan. 1, 1911. When the Northwestern Mutual decided to issue a juvenile policy, John H. Hobart, son of Ralph, was insured.

W. W. Ford, Jr., Birmingham district manager of the Lamar Life, and Miss Mary Frances Murphree, daughter of Lieutenant Governor Murphree of Mississippi, were married in Jackson.

A new book, "The Liberalization of the Life Insurance Contract," is issued by Dr. George L. Amrhein, instructor in insurance in the Wharton School of Finance & Commerce, University of Pennsylvania. This book deals with the origin and development of insurance, its history in the United States, government regulation and standard policies, nature of the life policy and the general rules underlying its construction, insurable in-

terest and assignment, writing of the policy, policy restrictions, termination of the contract, rights of the beneficiary, clauses affording the additional protection, etc. The price of the book is \$4. It is sold by THE NATIONAL UNDERWRITER.

W. C. Ross of the H. C. Rhyan general agency of the Guardian Life of New York in Milwaukee who led all agents in new paid-for business for the first half of 1933, entered life insurance only last September. Previously he

was for many years assistant general sales manager of a large Milwaukee manufacturing industry. V. F. Pettrick, who also has been with the Rhyan agency only since 1932, led all agents in new paid-for business in June. He has been in life insurance work for many years.

E. V. Creed, Portland, Ore., resident manager of the Sun Life of Canada, has been elected president of the Portland Council of Churches.

NEWS OF THE COMPANIES

Half-Year Statement Given

New York Life Shows Increases All Along the Line as of June 30

An increase of over \$25,987,000 in the ledger assets of the New York Life in the first half of 1933 is announced by President Buckner. The increase represents the difference between total income of more than \$189,117,000 and disbursements of approximately \$163,130,000. Disbursements included over \$130,778,000 paid to policyholders and beneficiaries, the balance of over \$32,351,000 covering payment of trust funds, dividend deposits, reinsurance, taxes, and other expenses.

Cash in home office bank accounts June 30, 1933, was approximately \$42,925,000, an increase of about \$15,672,000 for the six months. New investments made the first half of 1933 exceeded \$18,439,000. Total income, which averaged over \$1,000,000 per day, included more than \$133,544,000 premium income and over \$43,249,000 interest and rent.

Ayars Heads New Company; 22 Being Formed on Coast

George W. Ayars of Los Angeles, formerly prominent in the National Association of Life Underwriters, heads the new Life Insurance Company of America, just launched in that city.

In all, 14 new legal reserve life companies and eight on the assessment plan are now being organized in California. Other legal reserve companies for which permits to sell stock have been issued are: Western National Life, San Francisco; TransPacific Life, Los Angeles; Seaboard National Life, Long Beach; Postal Union Life, Los Angeles; Gold Coast Life, Los Angeles; Guardian Assurance, Oakland; Income Life, San Francisco; Casualty Life, San Francisco; Commonwealth Life, Los Angeles, and Globe Life, San Francisco. The California department has approved the proposed names of the Empire Life, Los Angeles; Interstate Life, Oakland, and Oceanic Life, San Francisco.

Approval has been given by Commissioner Mitchell of the name of the Calaveras Insurance Company, being organized in Los Angeles to write life insurance on legal reserve basis. The Omart Investment Company of Los Angeles is promoting the company.

Acacia Mutual's Six Months

Steady improvement in the business of the Acacia Mutual Life for the first six months is outlined by President Montgomery. The amount of new insurance was \$19,865,331, as compared with \$16,298,820 for the corresponding period of 1932, increase of 23 percent. "We naturally are decidedly pleased at this substantial increase in business," Mr. Montgomery said in commenting on the figures. "It is, we believe, a definite indication of general economic betterment since every section of the country contributed to the advance in Acacia's business volume."

Royal Union Deadline Sept. 1

Proposals for Reinsurance or Mutualization to Be Accepted by Receivers Up to That Date

DES MOINES, July 27.—Receivers of the Royal Union Life were authorized in an order of the federal court here to accept proposals for reinsurance or mutualization up to Sept. 1.

Receivers A. L. Andrew and E. W. Clark asked for the order, stating that a number of proposals for reinsurance or mutualization have already been submitted informally and that it is to the best interests of the company that a decision on the plan of rehabilitation be made as soon as possible.

All proposals for reinsurance or mutualization must be made before Sept. 1. They must be in writing, accompanied by a proposed form of written contract setting forth the provisions, terms, conditions and plans on which the proposers will assume the liability on all contracts and policies of the Royal Union Life. Any proposal by a life company must be accompanied by a financial statement or balance sheet. The receivers are authorized to analyze the proposals, employ actuaries, if necessary, and report their recommendations to the court.

Seaboard Life Statement

The Seaboard Life of Houston, Tex., in its mid-year statement, reports assets of \$1,145,448, including cash \$74,705. United States and municipal bonds \$371,457, first mortgage loans \$449,350, policy loans \$134,630.

The reserve amounts to \$812,894 and surplus to policyholders \$237,552.

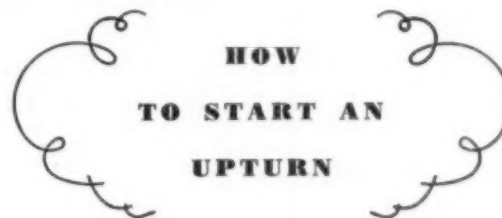
President R. H. Baker points out that cash and United States bonds have increased since the first of the year and that first mortgage loans have increased through loans made on improved city real estate. Total assets have increased \$129,427. Mr. Baker states that none of the bonds are in default as to principal or interest and the total past due interest on all first mortgage loans is only \$1,017. Cash income for the six months exceeded disbursements by \$117,946.

Grant Lincoln Mutual Charter

FRANKFORT, KY., July 27.—Articles of incorporation for the Lincoln Mutual Life of Louisville, capitalized at \$100,000, have been approved by the secretary of state. It is a non-stock corporation, capital being guaranteed by the incorporators. The corporation articles had previously received the approval of G. B. Senff, insurance commissioner, and B. P. Wootton, attorney-general.

Postpone Kansas-Pyramid Hearing

TOPEKA, KAN., July 27.—The hearing of the Kansas charter board on the merger of the Kansas Life with the Pyramid Life of Kansas City, Mo., has been postponed until Aug. 4. Neither side was ready to present its arguments for and against the merger when the hearing was called by the board last week and the postponement



Take a policy the toughest prospect cannot resist. Add it to an enthusiastic agency force. Stir well and watch for results. And what results! Business written in May increased 100% over May 1932. Credit the new low-first-cost ordinary life policy with a large share in the upturn.

THE MUTUAL BENEFIT

LIFE INSURANCE COMPANY • NEWARK, NEW JERSEY

GROWING UP FAST

America is growing up fast, says the statistician. More old people, fewer children, is the outlook. Increasingly, therefore, Fidelity's Income for Life plan will prove attractive. Increasingly, will there be a demand for its guaranteed life income.

Fidelity Originated This Plan

The first "Income for Life" policy was written December 24, 1902, and each year since there has been a wider acceptance of its unique provisions. In addition, Fidelity provides a variety of policy forms to fit modern needs: Low Rate Life, Family Income, Disability-income and waiver of premium, accidental death benefits.

Send for booklet

"The Company Back of the Contract"

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, President

Know Your Line

Educational conferences and conventions present practical, sales-building knowledge to COMMONWEALTH Life underwriters. They give a better grasp of the various forms of life insurance opportunities for selling them, and the necessary technique. They deal with specific problems connected with the job of selling life insurance.

COMMONWEALTH CORDIAL CO-OPERATION

These meetings are designed to give just the right proportions of inspiration and driving force coupled with a better knowledge of how to go about it. COMMONWEALTH Life men, realizing the tremendous value of such conferences, are seriously enthusiastic about them. This, however, is only one of the many important phases of co-operation given by the COMMONWEALTH Life to its representatives.

**COMMONWEALTH
LIFE INSURANCE CO.
LOUISVILLE, KY.**

was agreed to in order to permit the insurance department to make some further investigations and the attorneys for the Pyramid to secure some additional legal data. It is generally expected that the board will not approve the merger in the face of the opposition of Governor Landon and Commissioner Hobbs.

Fraternal May Change Name

A change in the name of the Fraternal Aid Union, Lawrence, Kan., one of the largest of the fraternal, is in contemplation. The society at its convention at Niagara Falls voted to change the name and plans are under way to carry out the change. The tentative name proposed is the Standard Reserve Life Insurance Association. The proposed change has not been presented to the Kansas charter board. It is likely that some objections will be filed with the board against the use of the word "Reserve."

Bank Savings Injunction Off

A suit in the Shawnee county court at Topeka to restrain the transfer of 1,060 shares of stock of the Bank Savings Life held by a bank to J. M. Mitchell and C. E. McCrae, brought by Mrs. Ida M. Snyder, wife of Harry Snyder of Chicago, former director of the Bank Savings Life, who attempted to merge it with the Federal Reserve Life, has been dismissed. The shares have been transferred to Mr. Mitchell and Mr. McCrae.

Capital Reduced

Capital of the Builders Life of Chicago has been reduced to \$100,000. Heretofore the capital has been \$113,375.

Merger Plan Not Proposed

TOPEKA, July 27.—There is a good deal of maneuvering and gossip in insurance circles that an attempt is to be made to work out a merger, a reorganization or the organization of an entirely new company to take over the business of the Royal Union Life of Des Moines and the Bank Savings Life of Topeka, but there is nothing definite in any of the proposals so far as the Kansas company or any state officials are concerned.

At the offices of the Bank Savings Life it was admitted there was gossip of a proposal to organize a new company which would take over the business of both companies but it was emphatically declared that nothing had been done or was being done at pres-

ent looking to the Kansas company joining in the project. It was said further that so far as known here no negotiations had been started by any one connected with the Kansas company and no steps taken toward any merger or consolidation or sale or reorganization. There recently was a reorganization of the Bank Savings as the banks which held the notes of the Lupton family and the stock as collateral disposed of the stock to J. M. Mitchell and C. E. McCrae.

It happens that Mitchell has been associated with W. K. Herndon in several Missouri insurance operations. Herndon formerly was an examiner for the Kansas department and is now chairman of the executive committee of the Royal Union.

Williams Educational Director

Ben Williams, formerly in the advertising department of the Bankers Life of Iowa, has been named educational director, a newly created office.

Riley Underwriting Executive

A. J. Riley has been appointed underwriting executive at the home office of the Mutual Benefit Life. He was formerly assistant mathematician and has been with the company for 25 years. For the past five years he has been devoting much time and thought to the selection of risks. He is a fellow of the Ac-

tuarial Society of America and an associate of the American Institute of Actuaries.

Now in Own Building

The American Life & Accident of St. Louis is now housed in its own home office building at 3805 Lindell boulevard. The company recently purchased a frame residence and remodeled it for a home office. It is well located and is so arranged that all home office operations can be carried on in an efficient manner.

Gain in Income Shown

The Equitable Life of New York announces that the first year premium income for the first six months, including life insurance and annuity business, shows a gain of \$1,250,000 over the similar period of 1932. This is about a 5 percent increase.

Murdoch Made Receiver

W. M. Murdoch, general manager Peoples Mutual Life and formerly secretary Oklahoma insurance board, has been appointed receiver for the New State Life of Oklahoma City. E. A. Houston was manager of the company. Reports filed with the state insurance commission July 15 showed \$500,000 in force in Oklahoma, with \$23,000 liabilities.

LIFE COMPANY CONVENTIONS

B. M. A. Agents at Madison

Grant and Commissioner Mortensen Point Out Salutory Lesson of Stock Market Set-Back

MADISON, WIS., July 27.—Prospecting has become one of the most important things for the insurance agent to consider, W. T. Grant, president Business Men's Assurance, told agents from Iowa, Minnesota, North and South Dakota and Wisconsin at a sectional meeting here.

Because of the great drop in national income during the past few years, and additional unemployment over the 1929 record, prospects are more difficult to find, and there is correspondingly greater need for discrimination by the agent if he is not to waste his time and effort in fruitless work, Mr. Grant pointed out. Mr. Grant stated that the recent stock

market set-back would aid the insurance business in bringing to people the realization that the stable values of insurance are to be sought during the period of business improvement, rather than the speculative ones of the stock market.

Commissioner H. J. Mortensen of Wisconsin in addressing the agents also commented on the salutory lesson of stock market values decline as showing that there can be no mushroom growth for true prosperity, and that insurance companies and the nation must not forget to watch danger signals and proceed with care and judgment.

J. C. Higdon, vice-president Business Men's Assurance, and L. L. Graham, chief adjuster, took an active part in discussions. W. C. Rhodes, Wisconsin state manager, made arrangements for the convention.

Maccabees Convention On

The quadrennial convention of the

To the Thinking Life Insurance Men of America

Summer skies see signs of brighter business.
Sell insurance now for the next depression.

Atlantic Life Insurance Co.

RICHMOND, VIRGINIA

Angus O. Swink
President

Wm. H. Harrison
Vice Pres. & Supt. of Agencies

Maccabees is being held in Detroit this week with D. J. Coakley of Detroit, supreme commander, presiding. The order has 200,000 members and closed last year with \$200,000,000 insurance in force and assets of more than \$47,000,000.

Federal Life Holds Meeting

Open Forum Discussion Featured at Convention of Managers, General Agents

The Federal Life held its annual convention of managers and general agents in Chicago this week.

President I. M. Hamilton, after welcoming the delegates, reviewed conditions past and present, pointing optimistically to the noticeable effect improved business has had on the company's investment portfolio. Increased prices on agricultural commodities, he said, had reflected in the demand for farm land as well as the interest payments on farm mortgages, he said, to the benefit of the company.

George Barmore, vice-president and superintendent of agencies, presided at all sessions.

Timely Problems Discussed

Conducted informally in the nature of a school rather than a convention, with afternoons off that the delegates might attend the Century of Progress exposition, many timely problems were discussed in open forum. New accident and health contracts, announced at the meeting, were reviewed in detail by E. C. Budlong, vice-president and director of education.

A new sales plan, called the "Federal income continuance plan," was introduced the last three days of the con-

vention. It is a miniature, pocket-size sales kit, lacking in no detail the contents of its more huge and clumsy predecessors. L. J. Doolin, Life Insurance Sales Research Bureau, introduced the package insurance plan to the Federal general agents and managers, who in turn will instruct the field forces in its use.

The plan provides a specific amount of monthly income of from \$50 to \$100 for five years with each instalment an even amount, Mr. Doolin explained. Each unit is uneven but this is not discussed in the sales presentation. To show that the plan is simple to present and promises quick return to new agents, as well as older agents, a sales demonstration was given.

C. M. Frey Heads Club

C. M. Frey of Philadelphia is president of the "Leaders' Club" of the Provident Mutual Life for the fiscal year ending June 30, by virtue of having obtained the highest production in the company's organization. Mr. Frey exceeded his own previous record by more than 100 percent. A total of 68 agents have qualified as active members of the club, which will hold its convention in Chicago Aug. 20-23.

D. T. MacKinnon of Detroit is first vice-president. He has been a member of the club ever since its organization in 1923. Other vice-presidents are W. T. Smith, Sigourney Mellor and W. L. Mason, all of Philadelphia, I. P. Miller of Philadelphia is secretary.

Indianapolis Life Gains

The Indianapolis Life reports good gains over last year in issued business. May and June showed greater production than the same months last year and thus far July is ahead of July last year.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Issues Family Income Rider

Fidelity Mutual Form Applies to Endowment at \$5 and Income for Life at \$5

The Fidelity Mutual now is writing a family income rider on the endowment at \$5 and income for life at \$5 plans. The regular family income plan is being continued.

There are important differences between provisions of the new rider and of the regular family income policy. Minimum limits on the regular form are \$5,000 insurance or \$50 monthly income; on the endowment at \$5 rider, \$2,000 insurance or \$20 monthly and the income for life at \$5 rider, \$2,680 insurance or \$20 monthly income. Thus under the regular form, income is at the rate of 12 percent of the face annually or \$10 per month per \$1,000; while under the rider on income for life at \$5 the income is at the rate of \$10 per month for each unit of \$1,340.

Maximum Limits Written

The maximum amount that will be issued on any life under either regular or rider forms will be one-third the company's gross limit of insurance, the family income plans counting as twice their face amount in determining limits. Between ages 25 and 50 the maximum issued with rider would be \$37,500. The rider parallels the regular family income plan, being issued under three bases with income for ten year, 15 year or 20 year periods. Age limits for the regular family income, all periods, are

30-55 inclusive, but with the rider are: Twenty year period, 20-45 inclusive; 15 year period, 30-50 inclusive; 10 year period, 20-55 inclusive. Neither regular family income nor rider will be issued on non-medical, substandard or borderline cases.

Under regular family income plan, cash and other non-forfeiture values during dependency period are less than those under a corresponding low rate life policy without family income. Under endowment at \$5 or income for life at \$5 with the rider, cash and non-forfeiture values throughout are the same as under a similar policy without the rider, this having been made possible by limiting the number of extra premium payments under each of the three periods as follows: Twenty year period, extra premiums payable 16 years; 15 year period, payable 12 years; 10 year period, payable in eight years. Dividends payable on the two plans of rider are the same as allowed on these policies without the family income feature. Accidental death and disability benefits may be included.

Northwestern Mutual Life

The Northwestern Mutual Life announces that the executive committee has authorized the issuance of life annuities on such plans as may be adopted and approved by the Wisconsin and other departments. Annuity contract forms, rates for male and female and application forms for ordinary immediate and joint and survivor annuities with and without the instalment refund feature are in preparation. It is stated that it is not likely that the home office will be ready to execute contracts much, if any, before Sept. 1.

Character

The attitude of the insuring public toward the life insurance business and life insurance companies depends almost wholly upon the character and the behavior of those whose privilege it is to represent the companies before the public.

No agent should attempt to induce an individual who is already insured—whether with his own company, or some other company, or the Government—to give up any policy he may have, in favor of another with his company. No verbal or written statements attacking other companies, their policies, or their agents, should be made. Selection of coverage to be presented should rest solely upon supreme need—not upon commission to be earned.

Honesty, straightforward sales methods, strict adherence to promises, conscientious and intelligent service, good character, industry, loyalty to self, client, and company—all these are the requisites that go to make up the desirable agent and that are essential to the preservation of the good name of the institution of life insurance.

AMERICAN CENTRAL LIFE INSURANCE COMPANY INDIANAPOLIS, IND.

Protective Club Members' Annual Vacation Trip

August 6th to 9th, 1933, Protective Club members will visit Chicago and A Century of Progress. Every year they visit some well known city or resort. Toronto, Montreal, Quebec, Boston, New York, New Orleans, Havana, Cuba, Chicago—all have in various years been hosts to Protective Life's honor club of fieldmen.

The requirements are reasonable. The conventions are a balanced combination of business and pleasure—and one of many services provided by Protective Life for those who carry its rate book.

Protective
LIFE INSURANCE CO.
BIRMINGHAM, ALABAMA.

BEST SELLERS

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A COMPLETE LINE OF ANNUITIES

Complete Coverage
Combination Policy

Life Insurance
Accident & Health Insurance
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ALL IN ONE CONTRACT

Abraham Lincoln
Life Insurance Company
Springfield, Illinois
H. B. Hill, President



No Better Territory
No Better Company
No Better General Agent's
Contract Than Our Service
Pension Contract

THE LAFAYETTE LIFE INSURANCE CO.

W. W. Lane, Secretary
F. L. Alexander, President
W. R. Smith, Field Vice-President
LAFAYETTE, INDIANA

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GENERAL AGENTS
in
Illinois, Missouri
and Kansas

St. Louis Mutual Life Insurance
Company
Originally Incorporated 1857
3640 Washington Blvd. St. Louis, Mo.

LIFE AGENCY CHANGES

Made Kansas General Agent

**M. H. Poindexter of Wichita Takes
Charge of All the State for
Mutual Benefit**

M. H. Poindexter has been appointed Kansas general agent for the Mutual Benefit Life, and will continue the office at Wichita, opening district offices in other cities as opportunity permits. He formerly conducted a district agency at Topeka for the Northwestern Mutual Life. Mr. Poindexter was graduated from the University of Kansas in 1910 and immediately took up life insurance work. He comes from a family well known in the life insurance field in the middle west. His father operated a general agency in Kansas for the Northwestern Mutual for 50 years, while his two brothers and a sister have also been successful in life insurance work.

R. F. Young, Jr.

R. F. Young, Jr., has been appointed field supervisor for the Connecticut Mutual in north and east Texas, with headquarters in Dallas.

G. S. Staniland

G. S. Staniland of Buffalo has been appointed manager of the western New York district of the Penn Mutual Life. The company has its offices in the Walbridge building.

Johnson Ashby

Johnson Ashby of Dallas states that the announcement that he had been appointed general agent for the Old Line Life of Milwaukee is incorrect. He had some negotiations with the Old Line Life but they were never consummated. He went with the Great American Life of San Antonio as agency supervisor with headquarters at 1712 Bennett avenue, Dallas.

Ira W. Fischer

Ira W. Fischer has resigned from the firm of Fischer & Fischer, Penn Mutual general agents at St. Louis, to devote himself to personal production and the service of his clients. The business of the agency is being conducted by Ralph W. Fischer who has been a member of the firm of Fischer & Fischer for the past ten years.

J. B. Adams

J. B. Adams, formerly with the Atlas Life of Oklahoma and recently agency supervisor for the Elmer Abbey agency of the Aetna Life, San Antonio, has been appointed manager of the life department of Mitchell, Gartner & Walton, Fort Worth, Tex., who represent the Columbus Mutual Life. He succeeds E. F. White, who has become Dallas general agent of the Connecticut Mutual.

N. H. Vaughan, A. J. Sater

The American Life of Alabama has appointed N. H. Vaughan manager for southern Georgia with headquarters at Jacksonville, Fla., and A. J. Sater manager for central and northern Georgia with headquarters in Atlanta. The American Life had more producers and received more applications in June than in any one month since its organization.

Old Line Life Texas Changes

A. C. Burnett, formerly a leading producer for the Aetna Life and more recently with the Great American Life of San Antonio as vice-president, has been made manager of the life insurance department of the G. C. Eichlitz Insurance Agency, San Antonio, which represents the Old Line Life of Milwaukee. H. A.

Nichols, who has been manager of the life department, has been made manager of the health and accident department.

Parke Houston, Texas agency supervisor of the Old Line Life, has moved his headquarters from Houston to San Antonio and will have offices at 228 West Commerce street.

G. R. Curry, F. X. Roach

G. R. Curry, manager for the Bankers Life of Iowa at Mankato, Minn., has been appointed branch office manager at Minneapolis, and will look after both territories.

F. X. Roach, formerly Minneapolis manager, has been appointed agency supervisor for the combined territories.

William Hinshaw

William Hinshaw, widely known Iowa million dollar producer, has been appointed general agent for the Ohio National Life in charge of 15 central Iowa counties, with offices at 519 Insurance Exchange, Des Moines.

He began his insurance career in 1916 with the Bankers Life of Iowa. He was with that company until he went with the Royal Union Life in 1927. His high production record has been made chiefly in the rural territory in southeastern Iowa, where he has a wide acquaintance.

J. A. Hill

J. A. Hill, formerly one of the leading producers of the Pan-American Life in San Antonio and more recently with the United Fidelity Life of Dallas, has been appointed manager of the life department of Coleman & Co., San Antonio, Tex., representing the Provident Life & Accident.

N. E. Smith

N. E. Smith, prominent Los Angeles life man, has become affiliated with the Los Angeles agency of Union Central Life as general agent, as announced by Mark S. Trueblood, manager of the agency. His organization will co-operate with and report through the Trueblood agency.

Mr. Smith is a graduate of the University of Iowa. He has been in insurance work in Philadelphia, Des Moines and southern California.

Alex East

M. E. Long, because of ill health, is relinquishing the management of the Fresno agency for the California-Western States Life. Supervisor Alex East, who has been assisting Mr. Long during his illness, is taking over the direction of the agency.

E. B. Seidel

E. B. Seidel has been named division manager for the Guardian Life of New York, with headquarters at 514 Liberty building, Des Moines. He has been supervisor there for the Peoria Life.

J. A. Edwards

The Occidental Life of Los Angeles has appointed John A. Edwards general agent for British Columbia, with headquarters at 321 Hall building, Vancouver. He has had several years' insurance experience.

H. E. Van de Walker

H. E. Van de Walker, who has been Michigan supervisor for the American Life of Detroit about two years, has joined the Ohio State Life as Michigan state manager for that company. His headquarters are in Detroit. Mr. Van de Walker has been prominent in life insurance circles in Michigan and has been active in organization work. Before his connection with the American

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615 Trust Co. Bldg., Jefferson City,
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Send 9 cents in stamps for sample copy of
THE ACCIDENT & HEALTH REVIEW
The only exclusive accident and health paper.
It gives ideas and suggestions that help you
sell income protection insurance.
Address A-1946, Insurance Exchange, Chicago.

July 28, 1933

Life he was Michigan state agent for the Peoria Life 17 years.

Ray Fletcher of Ypsilanti has been appointed agency supervisor for the Michigan agency.

Fred H. French

Fred H. French, prominent in the Northwestern Mutual Life agency in Salt Lake City, has been appointed general agent there to succeed F. W. Persons, who died a few months ago. He went to Salt Lake City about 12 years ago from Milwaukee.

Lloyd S. Wright

Lloyd S. Wright has been appointed manager of the downtown agency of the Indianapolis Life, with headquarters in 417 Circle Tower building, Indianapolis. He has been in life insurance work 15 years. He was recently with the Union Central.

William Read

The Great Southern Life has opened a branch office in Corpus Christi, Tex., with William Read in charge.

Life Agency Notes

F. W. Dooley has been appointed district agent for the Continental Assurance of Chicago for the Rio Grande Valley, with headquarters at Mission, Tex.

The Pilot Life has appointed the following new general agents: A. C. Elder, Roanoke, Va.; F. W. McBride, Covington, Tenn.; Hugh Waldrop, Goldsboro, N. C.

M. W. Bausell has been appointed general agent for the Trinity Life of Fort Worth, Tex., for San Antonio and vicinity, with offices at 614 Brady building.

The Life of Virginia has appointed W. G. Peele at Williamston, N. C.; J. K. Moore at Wilson, N. C.; C. C. Ward at Rocky Mount, N. C., and B. W. Sebrall at Lawrenceville, Va., as general agents.

F. L. Myers, Elgin, Ill., has been appointed manager of the Rockford, Ill., district of the Western & Southern Life, succeeding G. H. Weber, who has been placed in charge of the Chicago-Lakeview district.

H. L. Schmerbeck, who before going to Texas had represented the New York Life, has been appointed general agent for the Acme Life of Austin, at Kerrville, Tex. E. P. Thomas, formerly with the Southwestern Life at Luling, Tex., has been appointed general agent at Corpus Christi.

ASSOCIATIONS

Little Rock.—The Little Rock association has endorsed T. M. Riehle of the Equitable Life in New York City for the presidency of the National association. B. R. Hamilton, vice-president and agency supervisor of the Pyramid Life of Little Rock, has been made president of the association to succeed James Rutherford, who goes to Nashville, Tenn., as home office representative of the Penn Mutual Life. The vice-presidents are Ora Massey, John Hancock Mutual, and Norman Lisk, Metropolitan Life.

Akron, O.—Sales principles in selling life insurance never change, but sales methods may change overnight to meet new conditions. Recognizing that radically new conditions exist in the business the Akron association has prepared a program of meetings during which a continuity in the discussion of sales methods will be observed by the speakers. The program committee consists of H. T. Waller, chairman; M. F. Boice, C. C. Lake and E. O. Mowrer.

With a record of several years of activity in association work, E. C. Noyes, president of the Akron city association, has been made a trustee of the Ohio state association.

Jackson, Miss.—Maj. W. C. Wells, general counsel of the Lamar Life, addressed the Mississippi association on "Legal Points Every Life Underwriter Should Know." President H. M. Fraser reported an increase in membership over 1932.

CHICAGO NEWS

NEW INSURANCE EDITOR

John C. Leissler has resigned as insurance editor of the Chicago "Journal of Commerce" after having served in that capacity 6½ years. Mr. Leissler started in newspaper work in Dallas and later was a reporter in Des Moines. He went to Chicago for the "Journal of Commerce" from Des Moines, where he had handled insurance news to some extent.

The new insurance editor of the "Journal of Commerce" is A. L. Kirkpatrick, who has been connected with W. A. Alexander & Co. of Chicago in life insurance work. Formerly he was at the home office of the Continental Casualty and Continental Assurance of Chicago. At one time he was connected with the Casualty Information Clearing House of Chicago and before that was a statistician for the Integrity Mutual Casualty. He is a graduate of the University of Michigan and is prominent in the alumni affairs of that institution.

Mr. Kirkpatrick will also act as an advertising representative for the "Journal of Commerce."

SITUATION BETTER IN CHICAGO

So far as production figures are concerned, the promise of inflation and undoubtedly improved general business have had little tangible effect on sales in Chicago. All agencies are much more optimistic than they have been for many months, but greater production still appears to be just around the corner. Under the circumstances, however, most offices are well satisfied with results for the half year. Almost without exception they report as much paid business as in the six months of 1932 and in many instances modest advances. The greatly improved morale of agents is the most definite sign that life insurance selling in Chicago is on the mend.

An agent in one office who had not showed up there for two months last week was induced by his manager to try the coin bank approach. He secured ten interviews and five applications, with some cash on each. Now he is definitely back in the business and very enthusiastic about prospects. Group insurance which has suffered a great slump because of unemployment, appears to be better. One large office has closed a new case involving over 10,000 employees and \$15,000,000 or so of insurance. Individual ordinary offices report they are ahead for the six months as much as 30 percent. Cases are not quite so hard to close. People who have had money throughout the depression but were hoarding it, are beginning to see daylight ahead and to untie the purse strings. Department stores are reported to be doing a fine business, due to the many Century of Progress visitors in the city. Furniture stores, which have suffered greatly, are getting considerable trade. Chicago "loop" hotels and the Stevens of Illinois Life fame, are jammed to the roofs with long queues waiting in hopes of getting rooms. All of this means ready money in circulation and freer spending, which is bound to help Chicago life men.

New South Carolina Company

The Monarch Life of Greenville, S. C., has been incorporated with capital of \$25,000. The president is J. D. Gilbert; vice-president, J. P. Thompson, and secretary, C. W. Patterson.

Correct Figure Given

A typographical error in the average cost if surrendered over 20 years on an ordinary life policy of the New York Life issued at age 35 (present scale) occurred in the 1933 Little Gem Life Chart. The figure should read \$3.34 instead of \$2.34. This is on page 359 of the western edition and page 240 of the eastern edition.



What Annuitants Think

In reply to a form letter of inquiry recently sent to its annuitants, the Company received over 65 per cent replies, all enthusiastic and many expressing gratitude to the person who prompted the purchase of the annuity and even to the Company.

Beneficiaries of life insurance undoubtedly feel the same way, especially those enjoying income settlements. They are actively at work everywhere. Their cooperation strengthens all life insurance men to the extent to which it is kept in mind.

**Connecticut General
Life Insurance Company
Hartford, Conn.**



PROTECTION

A MAN of confidence, vision, sense of duty and tenacity was needed to lead the colonies through those dark days of their fight for independence. That man had to be a great salesman, for the small, struggling army must be sold and resold on the glorious proposition of the freedom of our country. George Washington was chosen.

Because of his firm belief in the future of the colonies he led his little army to victory. The Constitution of the United States was then drafted to protect the new nation to the utmost.

Life Insurance today is carrying out the great ideals of our forefathers. Are you interested in a profession embodying the highest of ideals with great remunerative returns? Then you will find it pays to be friendly with the

**PEOPLES LIFE INSURANCE CO.
FRANKFORT INDIANA**

OBSERVATIONS ON LIFE INSURANCE

(CONTINUED FROM PAGE 8)

are \$65,000 per year a 10 percent cut would mean a saving of only \$6,500." As to the idea of giving up the company's somewhat expensive quarters in a first class office building, where a rental of \$10,000 or \$12,000 a year was paid, and purchasing some residence property at the present depressed prices for \$25,000 or \$30,000, he doubted "whether this would pay in the long run, because of taxes, repairs, upkeep, etc." In short, his idea was that what economies he might be able to effect would not be sufficient to make any great difference

in the financial condition of his company.

Does not this official make a mistake in taking this viewpoint? It may not be of great importance when times are good and when a few thousand dollars one way or the other really would not make a great deal of difference; such items of savings as those referred to become of the greatest importance the moment a company commences to work downwards instead of upwards, which it must be admitted has been true with the majority in more recent times. There is a point at which the strictest economy

should begin and that is when the surplus is so low that there is any possible danger and of course this surplus should be large enough to take care of all fluctuations in values whether shown in the statement or not.

The sum of \$6,500 per year over two or three years might be enough to make the difference between the success and failure of a company even of fair size. It is with a company as with the individual that \$1.01 for every \$1 of liabilities may mean affluence and success, while 99 cents for every dollar of debts may mean disastrous failure. But it is to be supposed that when economies in salaries are introduced these same economies go on down the line, even to the field forces, and a new and helpful spirit is engendered, provided the management has the right kind of loyalty. Incidentally, this loyalty has to be earned and does not come as a gift.

* * *

The difference between \$1.01 and 99 cents for every \$1 of liabilities is the difference between optimism and depression, between confidence and doubt. It is for that reason that the little economies and savings started early enough save many a concern not only because of the actual savings made, but for the greater reason that the whole psychology of the company is pitched on a sound basis.

There is nothing which distinguishes the management of a company and gives it its stamp for ultimate success or failure more than this appreciation of the great importance of little economies in a time of stress. From this point diverge rapidly the two classes of executives, the ones who are in control of the situation at all times and whose institutions can hardly help go forward with a reasonable degree of ability while from the other class are drawn the lists of failures.

Fortunately, an insurance company is not like a factory. Its outgo can be timed to its income. Of course no claim is made that the one virtue of economy is enough to build any company or to save companies from failure; there must be brains in the institution as well, but in these times it is a question whether the significance of only a few thousand dollars one way or the other combined with the economical spirit is sufficiently appreciated. The first item mentioned, \$6,500 a year, seems a rather insignificant sum to worry about, yet it would pay a fair dividend for these times on \$200,000 of capital stock; it might make the difference between an increase or decrease in surplus for the year, with its psychological effect, and it with other economies might transform a company from one which is losing money to one which is making a little, which is all the difference in the world.

Foreclosures by Insurance Companies May Increase

(CONTINUED FROM PAGE 3)

fire and casualty companies as well as of life insurance companies. Although the fire and casualty companies do not have such a large proportion of mortgage loans, by and large, as do the life companies, yet the fire and casualty companies do have some, much of which they picked up from local agents who were in the real estate or mortgage loan business. The fire and casualty companies would purchase these securities as a favor to local agents in the expectation of getting insurance business in that way.

Some of the companies not only have a margin in their statements, which now permits them to handle their mortgages in what they regard as the most effective fashion, but they also feel that the chance of selling these properties after they are taken over is considerably better. There seems to be evidence that the inflationary movement and the feeling of confidence is reaching the real estate market and there are many who are very bullish as to the future of real estate.

ESTABLISHING AND MAINTAINING GREAT CONFIDENCE

"You can never rest on your oars in the race to acquire and hold public confidence."

This we say to ourselves, but 'tis true of the institution of life insurance.

It is a glorious feeling and a great satisfaction to know you deserve that confidence, but, another thing is getting and maintaining it.

The close of June found us equal in gain to our November position in 1932.

June was the largest month for new business and gain that we had enjoyed for 20 months, with the exception of last December.

Our aim is to continue to merit patronage, and then to go after that business with new enthusiasm each day and month of the year.

To beat our own score is the game always, both in economic production of insurance and likewise in Service selling that pyramids confidence in the Company and in the institution of life insurance.

L. A. WILLIAMS, General Manager

COUNTRY LIFE INSURANCE COMPANY

608 So. Dearborn Street, Chicago, Illinois

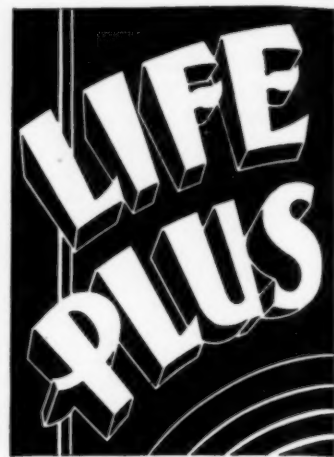
THEY'LL HELP YOU

This is one of the 12 attractive pictures from the National Underwriter Life Insurance Calendar for 1934. Send 10 cents for complete sample.



National Underwriter Life Insurance Calendars have 12 sheets—one for each month—with a different attractive picture on each sheet.

It is pictures like these that get under your prospect's skin and get him to buy more life insurance. Your advertisement and 12 different attractive life insurance pictures on a 1934 National Underwriter Insurance Calendar will aid you materially in getting more "apps." Send 10c for sample. National Underwriter, A-1946 Insurance Exchange, Chicago.



The New and Original Answer to the Demand for Life Insurance with Disability Income Benefits

Let Us Tell You About It



THE PROVIDENT

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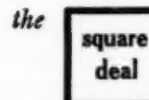
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if you want—

- Unrestricted Territory
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Guardian Life
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Openings in Wisconsin, Minnesota, Iowa and Ohio

USE THIS COUPON!

C. M. Kremer, Agency Supt.
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Madison, Wisconsin

I would like details of your square deal contract.

Name

Address

City

State

Northwestern Men Meet at Milwaukee

(CONTINUED FROM PAGE 3)

coaching on the job, joint work was discussed by Harry Krueger, New York City, and "Standard Sales Talks" by Philip Baldwin, Washington, D. C. Actual sales material was reviewed by Hector Dodds, Chicago, and A. N. Smith, Cleveland.

Sales clinics were conducted for newer agents with H. M. Files, Cedar Rapids, Ia., as chairman. W. S. Allen, Jr., New York, discussed "Meeting Present Day Objections"; N. L. Hill, St. Louis, "Completing the Sale"; George Kutcher, New York, "Joint Work"; N. H. Burghheim, St. Louis, "Preparing the Sale"; John Binns, Newark, "Personal Finances"; Dr. Frank Moxon, assistant medical director, "Medical Problems"; V. E. White, Cedar Rapids, Ia., "Simple Service Selling to the Small Buyer"; A. C. Hoene, Duluth, Minn., "Selling the Small Business Man"; M. J. Koch, Cincinnati, "Fitting the Plan to the Buyer," and M. L. O'Connor, Oshkosh, Wis., "Selling Boys."

Monday night the agents and their ladies were guests at a dinner dance followed by entertainment. F. R. Olsen, Minneapolis, was chairman.

Four Playlets Staged

Fundamentals of selling were brought out in an unusual way by four playlets on prospecting, planning and mental adjustment, presentation and mental attitude. The problems were presented in each case in a skit followed by a talk on the solution. Then the method was demonstrated, followed by questions.

H. L. Cramer, South Bend, Ind., presided at the Tuesday morning session. Talks were given on "Securing Our Raw Material" by Herman Duval, New York City, and "Continuous Performance at Your Capacity" by J. O. Todd, Minneapolis. E. H. Earley, Brooklyn, presided at the afternoon session. C. R. Eckert, Columbus, O., spoke on "It's All in What You Say."

The latter part of the afternoon divided sessions were held, one for agents in metropolitan field and another for agents in small communities and rural fields. Subjects at both were "Selling

Time vs. Service Time," and "Capitalizing Misfortune."

F. R. Olsen, Minneapolis, presided at the metropolitan agents' meeting, with L. L. Erickson, Minneapolis, giving the talk and H. W. Shedd, Chicago, leading the quiz on the first subject, while Charles Stapleton, Brooklyn, handled the second subject. Ralph Theisen, Lincoln, Neb., presided at the second group meeting. The subject was discussed by S. L. Youngquist, Knoxville, Ill., and the quiz led by B. L. Peck, Mt. Carroll, Ill., while H. G. Fricke, Omaha, winner of the Marathon Club prize this year, talked on the second subject.

A program for ladies attending the convention, affording them an opportunity to exchange views and experiences as well as ideas in assisting the production of their husbands, was held Tuesday afternoon. Mrs. S. A. Erickson of Mankato, Minn., was in charge of the meeting. Talks were given by Mrs. R. F. Clendenin, Louisville, on "Creating Proper Mental Attitude," and Mrs. Warren Lundgren, Racine, Wis., on "Cooperative Prospecting." The concluding speaker was H. N. Laflin, assistant counsel of the Northwestern Mutual, on "Men Rule the World; Women Rule the Men."

R. M. Hamburger, Minneapolis, was chairman at the banquet Tuesday night. The speaker of the evening was F. W. Sargent, president Chicago & North Western Railway Co. and a trustee of the Northwestern Mutual.

E. H. Earley, Brooklyn, was elected president of the agents' association to succeed C. H. Poindexter, St. Louis. R. H. Pickford, Cedar Rapids, Ia., becomes vice-president, and G. H. Young, Milwaukee, continues as secretary-treasurer. F. R. Olsen, Minneapolis, was elected chairman of the standing committee, which also includes C. S. Beck, Toledo, R. O. Becker, Peoria, Ill.; M. L. O'Connor, Oshkosh, Wis., and C. R. Garrett, Sioux City, Ia.

The Supervisors Association elected A. N. Smith, II, Cleveland, president; Philip Baldwin, Washington, D. C., vice-president, and G. H. Young, Milwaukee, secretary-treasurer. Members of the executive committee are Harry Krueger, New York; M. P. Flickinger, Springfield, Ill., and B. B. Boyd, Kansas City.

B. S. McGiveran, Eau Claire, Wis., was chairman at the closing session Wednesday morning. "Mental Attitude" was the subject of the dramatic sketch which preceded a talk by President Glenn Frank of the University of Wisconsin. A feature of this session was the debate by T. A. Peyser, New York agent and member of congress from that state, and R. S. Goldsberry of Pittsburgh.

The concluding address, summing up the convention in an inspirational talk, was given by C. L. McMillen, New York City general agent and formerly home office general agent in Milwaukee.

The General Agents Association held its meeting Wednesday afternoon with H. L. French, Madison, Wis., presiding. Wednesday night the company tendered a dinner to its officers and the general agents to meet the new company officials elected at the annual meeting of the board of trustees Wednesday afternoon.

Langford & Fahey, St. Paul, Minn., general agents carried off the silver conservation cup in the annual contest for general agents. This agency and Cameron & Carroll, Oshkosh, Wis., tied with 362 points and percentages of 90.50 each, but Langford & Fahey obtained first rank according to leadership in two of the three factors considered. The next ranking general agency is Reynolds & Engel, Dayton, O., with 361 points and 90.25 percent, followed by M. W. Mack with 354 points and 88.50 percent.

"Analyzing Life Situations for Insurance Needs," by G. M. Lovelace, tells how to employ methods which will interest each individual type of prospect. Price, \$2.25. Order from the National Underwriter.



PURE PROTECTION LIFE INSURANCE

Estimated Average Annual Cost for Whole Life Policy over Period of Twenty Years based on Actual Experience Past Ten Years.

Age 35—\$15.38

Per \$1,000 of insurance
Reduced to this figure by an earned dividend.

No Cash Demand Liabilities
except advance premium payments

Excellent Opportunity for Salesmen
Operating in Illinois, Michigan, Indiana and Missouri.

INTERSTATE RESERVE LIFE INSURANCE COMPANY

Mutual Legal Reserve Life Insurance
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Girard Life Insurance Company

Philadelphia, Pa.

Has excellent General Agency openings
in Ohio, Pennsylvania and Michigan

Generous first year and renewal commissions.
Low net cost policies.

We seek General Agents of high character and ability, who are willing to devote efforts to building a real General Agency.

When writing give us a fair word picture of yourself and your insurance experience.

Your correspondence will be treated confidentially until such time as we have your permission to make inquiry.

Nothing Wrong!

DURING the first five months of 1933 this Company sold more policies than in the similar period of last year. The demand for life insurance is getting stronger. Men of character and industrious habits should be interested in a direct Home Office contract giving liberal first year commissions and non-forfeitable renewals.

California-Western States Life

Home Office

Sacramento

UNUSUALLY ATTRACTIVE DIRECT HOME OFFICE CONTRACT In Unassigned Territory

GREAT REPUBLIC LIFE INSURANCE CO.

T. J. McComb, President

1300 Great Republic Life Building, Los Angeles, California

**NEW YORK and OHIO
OPENINGS**

BUFFALO MUTUAL LIFE INSURANCE COMPANY

For 61 years we have furnished Life Insurance at the lowest possible cost.

An expansion program makes available desirable openings for aggressive Agents. Write in detail and confidence to: **E. PARKER WAGGONER**, Supt. of Agents.

Grant L. Hill to Succeed Parsons

(CONTINUED FROM PAGE 1)

\$238,000,000 or 23.53 percent of the total. Death claims paid for the six months were nearly \$23,000,000, a slight decrease from the like period of 1932; dividends to policyholders, over \$20,000,000, and surrender values \$26,000,000. The total amount paid to policyholders and beneficiaries in the six months was over \$71,000,000, a decrease of only 1 1/2 of 1 percent.

Code for Clerical Help is Pondered

(CONTINUED FROM PAGE 1)

be shown against seasoned employees. Then there are offices located in smaller towns, where the employees live and have their lunches at home. In these places, a salary of \$10 a week is perhaps more than equivalent to a salary of \$15 a week in the larger cities.

The question of the 40-hour week comes up. Some of the companies find

that their schedule runs an hour or two longer than this and they are planning to allow an extra 15 minutes or so at the lunch hour on two or three days a week.

There will be a meeting of the executive committee of the American Life Convention Tuesday at St. Louis to discuss some of the practical phases. Judge B. K. Elliott of that organization is here this week conferring with eastern officials on the subject.

Word comes to New York from various towns that local agents and company offices are holding meetings on the code question. In some cities, an attempt is being made to get some sort of uniformity among the different offices. That is, the offices would agree on some uniform schedule of working hours.

Local Agency Question

The minimum wage scale will undoubtedly prove a hardship to many of the smaller local agents, who have been paying perhaps \$8 or \$10 a week for help.

In some offices, the promulgation of the code has caused some unrest among the help. Not only are employees who have been getting less than the minimum assuming that they will now get \$15, but employees making less than \$150 a month seem to feel that they should be increased.

Whether a shorter week will necessitate employing much more help in insurance offices is doubtful. Many companies are today carrying extra help for humanitarian reasons. Of course, now in the vacation season, some of the companies might be short handed if they were compelled to decrease the working hours.

President F. H. Ecker of the Metropolitan Life has sent the following telegram to President Roosevelt:

"Metropolitan Life with a clerical staff of approximately 18,000 joins in your nation wide effort respecting minimum wages and maximum working hours. Hours of work for our home office clerical employees who compose much the greater part of our whole clerical staff have for some time been less than those now suggested, the five day week having been adopted for our home office force in April 1932. Our total clerical employees now exceed number employed in 1929 by 2,800. As to two or three percent composed of new clerks whose compensation is less than minimum now suggested we will adjust their compensation according to standard proposed by administration. In those localities where office hours for clerks are now longer than suggested minimum suitable modifications will be adopted."

Lincoln National Pledge

The Lincoln National Life of Fort Wayne was among the first insurance companies to express its intention of conforming to the President's industrial blanket code, reducing the hours of work to the minimum of 40 per week and maintaining a minimum wage. President A. F. Hall wired the President: "Wholeheartedly in accord with your reemployment program. Our company will cheerfully sign the industrial recovery blanket code limiting hours of employment and maintaining a minimum salary. We pledge ourselves not only to live up to this agreement to the letter but in the spirit as well.

President Hall stated: "We believe the industrial recovery blanket code as presented by the President represents a wise and sane solution of our economic difficulties." He stated that in his organization, which employs large numbers of young, inexperienced clerical workers, the maintaining of the minimum wage will call for substantial salary increases for approximately 20 percent of the entire personnel. He feels, however, that this increased salary expenditure is justified in view of its contribution to increasing purchasing power. Likewise, the shortening of the work day will entail some increase in personnel.

Telegrams assuring cooperation with

the national recovery act have been sent to President Roosevelt by President T. A. Buckner of the New York Life and President E. D. Duffield of the Prudential. Mr. Buckner's message assured the President that the New York Life would cooperate in every possible way. Mr. Duffield wired: "The Prudential desires to cooperate in every way with your efforts to secure industrial recovery and is immediately making a few minor adjustments which will bring our employees well within the limits set by the industrial recovery act for minimum wages and maximum time. Although we now have over 2,000 more full time employees than we had in 1929 we are nevertheless taking the necessary steps to add as rapidly as possible to our present organization of 35,000. If our organization, operating throughout the country, can render aid in making your campaign successful, we are at your command."

Green Heads Seattle Managers

SEATTLE, July 28.—The Seattle Life Managers Club has elected Paul Green, general agent Aetna Life, president; Jack Hazlett, Northern Life, vice-president, and J. F. La Plant, Metropolitan Life, secretary-treasurer.

World Fair Trips Offered

The Flickinger agency of the John Hancock, Indianapolis, is offering a free trip to the world's fair and convention of the National Association of Life Underwriters in September. To qualify, the agent must write a specified amount of new business between June 15 and Aug. 15, and has until Sept. 15 to pay for it.

So that more agents may benefit by this offer, however, for certain amounts of production, a specified portion of the agent's expense to the fair is to be paid by the agency. The response so far has been encouraging.

GLOBE LIFE INSURANCE CO.

Pose Barry Dietz
President

OF ILLINOIS

Wm. J. Alexander
Secretary

HOME OFFICE ADDRESS SINCE 1895

431 South Dearborn St.

CHICAGO

• Brokerage Business Solicited in Illinois

A
LEGAL
RESERVE
COMPANY

OPPORTUNITY!

Desirable Territory Open for General Agencies.
Liberal Contracts.

THE CAPITOL LIFE
Insurance Company
DENVER, COLORADO

THE UNITED STATES LIFE INSURANCE COMPANY

Organized 1850 In the City of New York Non-Participating Policies Only
Over 80 Years of Service to Policyholders
Good territory for personal producers, under direct contract
HOME OFFICE: 156 Fifth Avenue, New York City

Rockford Life Has a Message for You

President F. L. Brown
Rockford Life Insurance Co.
Rockford, Illinois.

Dear Sir:

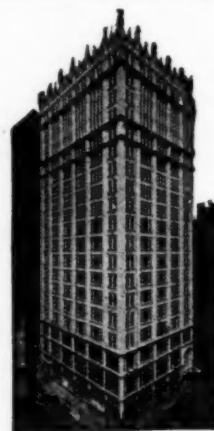
**It Concerns Contract Direct
With The Company**

SEND ME THE MESSAGE

Name

Address

City..... State.....



North American Building, Chicago

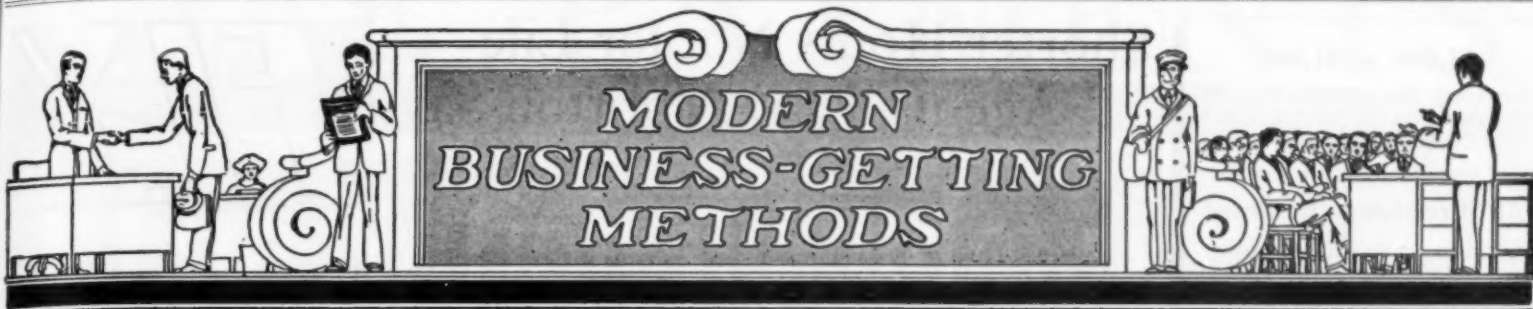
**Strong
Progressive**

**North American Life
Insurance Company
of Chicago**

John H. McNamara
Founder

E. S. Ashbrook
President

Paul McNamara
Vice-President



Myrick Answers Inflation Argument Against Purchase of Life Insurance Under Present Market Conditions

J. S. Myrick of New York City, manager Mutual Life of New York, has contributed a valuable treatise entitled "Opinion Concerning the Influence of Inflation Upon the Purchase of New Life Insurance as Well as Existing Insurance." It answers the inflation argument against more insurance.

Prospect: "I would be foolish to put any cash into life insurance now. The place for money now is in stocks or commodities that will profit by inflation. Just look how stocks have advanced already!"

Underwriter: "What do you think will be the final outcome of the administration's inflation program?"

Prospect: "I don't know. Mr. Roosevelt himself said in his recent Sunday night radio talk that the inflation powers granted him will be exercised only 'when, as and if' the need arises to use them . . . etc., etc."

(Let the prospect air his views, but don't argue. Like "technocracy," inflation is something everybody talks about and, perhaps, nobody fully understands.)

What Prospect Thinks Will Be Inflation's Result

Underwriter: "But why does the prospect of inflation influence you against buying more life insurance?"

Prospect: "Simply because I will be paying the life company valuable dollars in purchasing power, and maybe I'll get back cheap dollars—only worth half as much in purchasing power as the dollar is worth now. On the other hand, an investment in stocks or commodities now will increase in dollar value as the dollar increases in purchasing power."

Underwriter: "Perhaps you're right. I confess the subject is too deep for me. But I ran across some figures the other day that struck me as interesting." (Reaches in his pocket for typewritten sheet, reading as follows:)

From United States Department of Commerce figures. 1926 dollar is taken as the basis. Note the increased value during periods of depression and the

decrease in purchasing power of the dollar in times of prosperity.

Year	Purchasing Power of \$1.00
1920\$0.65
19261.00
19281.02
19301.16
19321.55

Like the nation's dollar, the individual's dollar buys more satisfaction in times of greatest need.

Individual's Status	Value of \$1.00 to Him or Her
Wife\$1.00
Widow9.00
Youth0.30
Old Man5.00

Circumstances Change the Value of the Dollar

Underwriter: "Isn't it true that just as the cycles of prosperity and depression change the purchasing power of the dollar, the changes in an individual's circumstances change the value of the dollar—to him?"

"Of course, my figures may not indicate the exact ratio, but doesn't a dollar mean a lot more to a widow than to the wife of a husband who earns a good income? Doesn't it mean more to an old man who has outlived his earning power than to a youth with his best earning years ahead? There is no way to measure just how much more, but don't you think there is a wide difference, even though we can't accurately measure it?"

Value Appreciated More Now Than Few Years Ago

Prospect: "Yes, that is undoubtedly true. I know that I appreciate the value of a dollar now more than I did, even a few years ago."

Underwriter: "Then, when you come to think of it, isn't life insurance always a bargain in the purchase of future dollars?"

"Isn't it one of the greatest services of life insurance to save cheap dollars—that is, dollars that a person can

easily afford to spare from his surplus income—and return them to him as very valuable dollars when he or his family need them most—either as loans in emergencies, as income in old age, as means of support for widows and children at the father's death?"

"Have you ever asked an old man who has retired—either through choice or necessity—whether the dollars he has been able to hang onto are not worth a whole lot more to him than they were at the height of his earning power—in the days of his own personal prosperity?"

"Have you ever asked a widow whether the dollars she is getting from her husband's life insurance or other estate don't mean a lot more to her now than in the days when her husband was living and providing amply for her needs and those of her children?"

Inflation Will Have No Bearing on Years Hence

"Inflation may, or may not, bring about great changes. We have passed through three eventful years and seen some startling things happen in the last few short months. But, after all, will inflation or no inflation have much bearing on what you want to accomplish for yourself or for your family 10, 20, or 30 years from now?"

"Bear in mind, too, that in purchasing life insurance—which is simply buying money for future delivery—you are not paying cash in advance, but buying, in instalments of 3% or 4%, the principal sum you want for yourself or your family. These instalments are paid over a long period of years. Some may be paid in dollars of high purchasing power; others, in low-valued dollars.

Present Life Insurance Bought With Cheap Dollar

"For your present life insurance you paid a cheap dollar in 1930. Which, incidentally, may have been just as valuable to you then as the higher purchasing power dollar that paid your 1932 premiums. But probably you didn't think about that question at either time. What you probably have thought about many times in the past three years is that all you did put into life insurance in the past is safe. It's one investment that hasn't depreciated

at any time. Maybe you even wish you had put all your surplus into life insurance."

It has also been said that it does not seem that there is any investment other than life insurance which a man can buy which eliminates to such a large degree the disadvantage arising because of the changing value of the dollar. If a man buys a bond today, when dollars are dear, and it matures at some future date when dollars are cheap, he has had a loss.

Will Pay in Series of Dollars of Varying Value

Suppose, on the other hand, he buys life insurance today. Usually he does not pay for it in full today. He makes one payment in 1933 dollars, another in 1934 dollars and unless he dies early, he will continue to make a long series of payments in dollars of varying value, so that he may be said to make his investment in dollars of average worth.

And, of course, his current protection throughout is, in the nature of things, expressible in dollars of approximately the same purchasing power as the premium currently paid, including the part thereof which is required to cover the cost of insurance.

Stability Is Characteristic of Life Insurance System

When the policy matures by death or otherwise, he may again average the dollars which he receives from the company by using the settlement options.

The safety of life insurance has always been appreciated because of the many averaging factors effective in its operation. It has always been recognized as another factor which tends to eliminate the risk from a man's investment program. Life insurance is good property for a man to buy who is troubled by the changing value of the dollar.

Need More Calls Per Sale

In the last year or so general agents and managers have been telling their men that approximately 50 calls were required to secure one sale, and from 10 to 15 interviews. Analysis by one large company of records kept faithfully by agents shows that so far this year the average number of calls per sale is nearer 75, and at least 15 presentations are required to sell a policy.

North American Reassurance Company

Life Reinsurance

250 Park Avenue, New York

Lawrence M. Cathles, President

\$1,000 to \$1,600

Ordinary Life Insurance at An Average Cost **GUARANTEED** OF ONLY \$14.00 per \$1,000

Of Course Issued in Larger Amounts

All Premiums Returned in addition to face of policy in event death before age 60

FULL FACE THEREAFTER AND PREMIUM REDUCED 20%

Example

Original cost, age 30, \$31.40 per \$1,000 to age 59; \$17.19 per \$1,000 thereafter.

If you reside in Ohio, Illinois, Indiana, Kentucky, Pennsylvania, Tennessee, West Virginia or the District of Columbia,

Write for Samples and Particulars

This is one of the many unique contracts issued by

Federal Union Life

FRANK M. PETERS, President
CINCINNATI, OHIO



Stephen M. Babbit
President

HUTCHINSON, KANSAS

Policies That Keep Abreast of the Times

To the life man who desires to serve his clients with the proper sort of disability coverage, the line issued by this Company will be found to be completely satisfactory.

He will find Accident and Health contracts as satisfactory to him as his own life policies. We offer life agents a substantial addition to their income. Send in the coupon for full information.

MAIL COUPON

INTER-OCEAN CASUALTY COMPANY

Executive Office
CINCINNATI-OHIO

Inter-Ocean Casualty Co.,
American Bldg., Cincinnati, Ohio.

Please send me information regarding your accident and health policies.

NAME

STREET

CITY N. Y.

Shorter Hours Not for Life Agents, E. S. Albritton Says

The new deal in many lines calls for shorter hours, but not in life insurance selling, where more hours of work are indicated. This message was brought to the leaders' annual convention of the Volunteer State Life in Chicago by E. S. Albritton, Chicago general agent for the Provident Mutual Life. He said the agent will not accomplish much with the new deal unless he applies thought, study and work to his task.

The chief capital of the agent today, he said, is his time. Therefore the mastery of time control is most important. Time control, according to Mr. Albritton, is work intelligently planned and carried to completion in a given period of time, usually measured by days, weeks and months. Daily and weekly reports are not requirements of the general agent, they are absolute requirements of success.

Find Man With Funds and Need for Insurance

Mr. Albritton said the agent can be justly proud of the institution of life insurance and its record, but it is time to let this accepted fact stand on its own reputation and go about making the record that life insurance is entitled to receive from the agent.

Mr. Albritton said prospecting today has become a highly developed art of finding the man with funds who has a definite need for life insurance. Hunting the man with money is not as diffi-

cult as many may think and is quite interesting, he said. He suggested whimsically that lessons might be taken from the racketeers and gangsters, who leave poor folk strictly alone.

Mr. Albritton advocated business research prospecting, calling upon informed men and discovering what the active and successful businesses are and which of the companies in these lines are doing well. This information should be secured from substantial men who have knowledge. Such persons usually are willing to discuss business conditions.

Mr. Albritton said there have been too many fancy presentations, exhaustive surveys and comparative facts and figures. Approach, preapproach, psychological moments and other fancies should all be relegated to the past, he declared. Today the agent is up against the competition of a man putting out his money only for necessities. The agent should concentrate on prospecting, calls, interviews and sales. If the other obstacles in the selling process are properly faced, closing cases is the simplest and easiest barrier. The agent, he said, should exhibit a strong but gentle firmness and should never permit himself to get away from the assumptive method. The agent should assume that the prospect has been saying yes all along the line and that he should not change this attitude when attempting to close the sale.

Fraternalists Desire to Have Some Liberalization in Law

The fraternalists are anxious to have the so-called Speakman bill passed in every state which will give larger limits on juvenile policies. In many states only a maximum of \$20 can be written on a child which increases year by year. The old line legal reserve companies are able to write a much higher sum and therefore the fraternalists are feeling the competition. Furthermore, the fraternalists want beneficial interests enlarged so that a beneficiary can be more than a blood relative. In some states the fraternal laws have been changed so that a company can start with \$100 on a child and increase the sum \$100 each year.

A SUNNY disposition is the very soul of success.

Mutual Benefit Concerns Are Multiplying Greatly

Undoubtedly the mutual benefit associations are running amuck over the country. During the last two or three years when people were looking for cheaper insurance these concerns have taken advantage of the situation. Some states do not regulate them at all. Some have sufficient restrictions to protect the public. Insurance departments have been greatly embarrassed because of the hot house growth of these institutions. There are hundreds of these concerns. Heretofore they have operated chiefly in the rural districts and smaller cities and towns. More recently they have gravitated to the cities and have sent out hundreds of thousands of soliciting letters and a lot of advertising literature. The Illinois department is now making a survey of these institutions licensed in the state and the division undoubtedly will be strengthened in its examining force. Many observers feel that there should be some revision of the law, placing greater safeguards about them. Some of these institutions are reliable but many are not.

Copeland Agents Picnic

The southeastern Iowa general agency of the Northwestern Mutual Life held its annual picnic at Crapo Park, Burlington, Ia., with 79 present. General Agent J. H. Copeland, Davenport, complimented his agents on showing a gain for the first six months of 1933.

Nairn Field Supervisor

A. Gordon Nairn has been appointed field supervisor of the Life Underwriters Association of Canada, succeeding Eric V. Chown, who was appointed assistant superintendent of agencies of the Mutual Life Assurance of Canada. Mr. Nairn was graduated from McGill University and spent a year in France in post graduate work under a Macdonald scholarship. He is a native of Montreal, speaks French and is a lawyer by profession.



Eliminate the long hours on the road! Take to the air. . . . Fly with speed and comfort. . . . The Bowen way brushes the cobwebs of ordinary travel away from you and lives in this modern age.

Turn your non-productive traveling time to profit. . . . Air travel when compared to costs of ordinary travel is less expensive and leaves you fresh and fit for business or pleasure.

Fort Worth—Dallas—Houston
San Antonio—Oklahoma City
Tulsa Austin

BOWEN
Lines

Bardains
in
Luxury!

200 Rooms.....\$2.00
200 Rooms.....\$2.50
200 Rooms.....\$3.00
200 Rooms...Upward

125 Rooms with Southern Exposure

Enjoy real accessibility and luxury, with economy . . . in an atmosphere of quiet dignity at Dallas' finest, most popular hotel.



PREFERRED BY THOSE KNOWING

YOUR NAME

Send 10c for sample to the National Underwriter, A. 1946 Insurance Exchange, Chicago.

is kept before your prospects 365 days a year at a cost of 1c a month by means of the National Underwriter Insurance Calendar.